NUARY 10, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

NOW 316,000 WATTS

Featuring New England's Favorite Live Local Shows

NBC—BASIC • ABC—DUMONT—CBS • WEED TELEVISION—NATIONAL REPRESENTATIVES

TOWER 1049 FEET ABOVE MEAN SEA LEVEL

Turn to Page 34 . . See The Whole Powerful Story!

It's Better when it's **BIG!**

The BIG station in Hawaii is

K P O A

Honolulu

which in combination with sister station, KILA, Hilo, delivers a STRONGER SIGNAL throughout Hawaii than any other station or network.

Dominate Sales with Hawaii's Dominant Station.

The BIG Station in Eastern Michigan is

W T A C

Flint

Delivers more of Eastern Michigan than any other Flint Station.

Dominate Sales with Eastern Michigan's Dominant Station.

BIG coverage means **BIG** sales on the **BIG** Stations

KPOA Honolulu
5000 watts at 630
nationally represented by
George P. Hollingbery Co.

WTAC Flint
1000 watts at 600
nationally represented by
The Bolling Company, Inc.

RADIO HAWAII, INC.

Pu
De

Coverage that Counts!

7 major Michigan markets

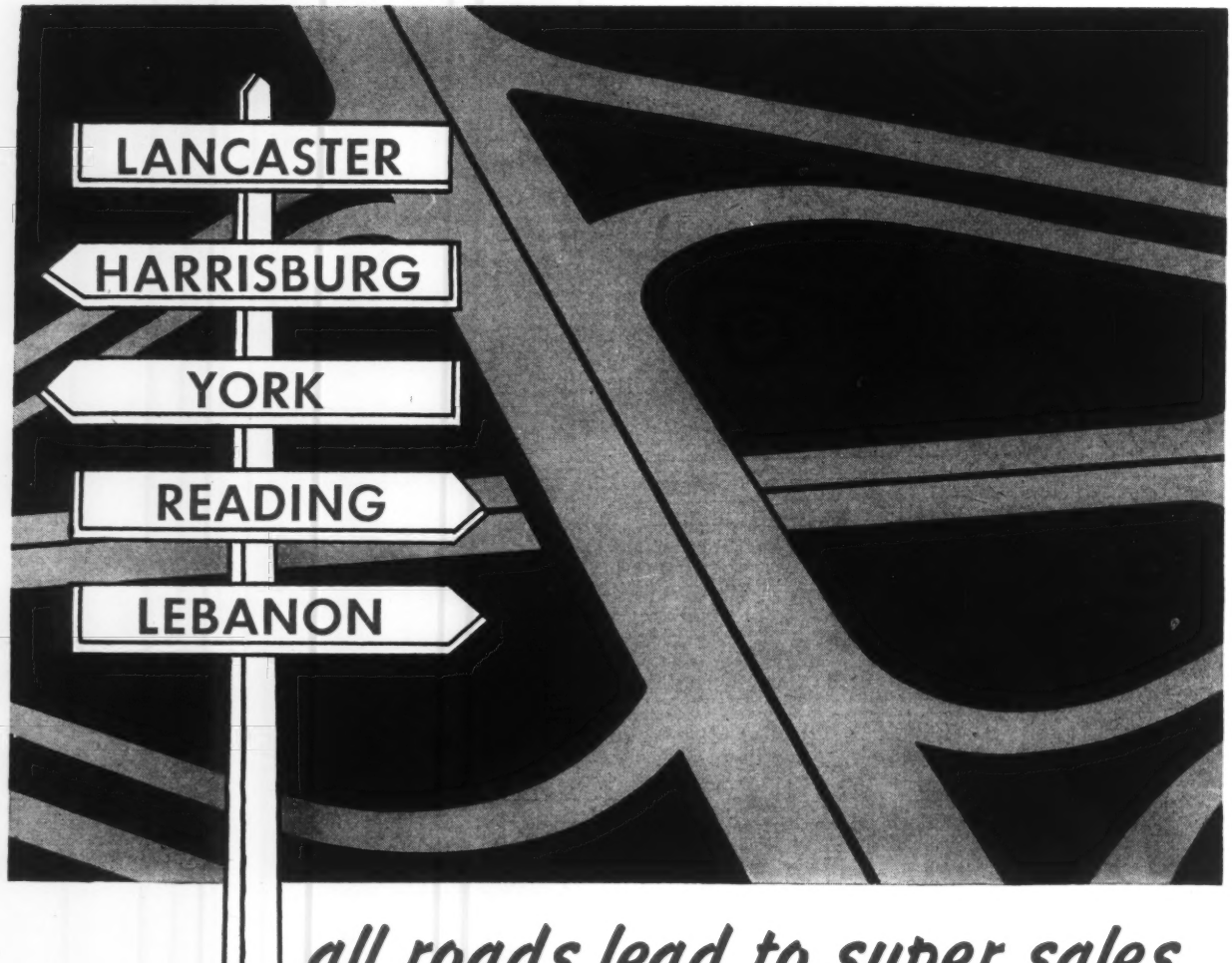
for NBC, CBS, and ABC

Now 100,000 watts!

Furs by Raynard of New York

Edward Petry & Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



all roads lead to super sales

The Channel 8 Mighty Market Place

York	Reading
Harrisburg	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Bloomsburg
Frederick	Lewisburg
Westminster	Lewistown
Carlisle	Lock Haven
Sunbury	Hagerstown

Martinsburg

STEINMAN STATION

Clair R. McCollough, Pres.

WGAL-TV

LANCASTER, PA.

Superpowered WGAL-TV covers miles upon miles of prosperous territory—many prosperous cities, many well-to-do-towns. This is a rich area where three million people have an effective buying income of $5 billion, *spend* $3 billion in retail sales each year. Here everyone turns to Channel 8 for good entertainment and for your sales message. Sell your product on WGAL-TV, the one station that reaches this vast market.

316,000 Watts **MEEKER TV, Inc.**

closed circuit.

ROAD SHOW • BBDO's move to reacquaint its people with radio by inviting four networks to make joint presentation [B•T, Dec. 6, 1954] is turning into road show. Success of BBDO project prompted Radio Advertising Bureau to offer to serve as booking agent for similar joint pitches to other agencies, top 12 of which now are slated to be covered. Next on list is N. W. Ayer & Son in Philadelphia Wednesday, with J. Walter Thompson Co. and Dancer-Fitzgerald-Sample in New York also booked for early showings.

B•T

ABC-TV soon may introduce five-time-weekly film show produced by Walt Disney. Proposed program, aimed at children's audience in afternoon slot, was discussed last week in Hollywood by Mr. Disney and Robert E. Kintner, ABC president. It would be addition to Disneyland, *current nighttime hit on ABC-TV.*

B•T

POLITICAL PRODUCTION • With Democrats doing convention shopping early by setting week of Aug. 27, 1956, for national convention (site to be selected), there are strong indications energetic new chairman, Paul Butler of South Bend, will seek to tailor proceedings to meet requirements of radio and television broadcasters. During Aug. 20 week, various committees will get together to organize "streamlined" convention, patterned to meet conveniences of nationwide audiences. Key effort, it's understood, will be made to eliminate dreary polling of state delegations.

B•T

CARBON COPY of confusion at FCC when President Eisenhower allowed FCC chairmanship to lapse from last April to October seen in situation at Civil Aeronautics Board. Chan Gurney, former South Dakota senator and former managing head of WNAX Yankton, who has been serving as chairman, was named "acting chairman" last week after yearend expiration of his term, with indications that new appointee later would be named chairman. White House last year had allowed Rosel H. Hyde's term as chairman to expire, and he served by vote of his fellow commissioners as acting chairman until appointment of George C. McConnaughey last October.

B•T

CONFIRMATION • Last Friday there was no indication when Senate Interstate & Foreign Commerce Committee would consider confirmation of George C. McConnaughey as member and chairman of FCC. That's because, as of then, White House had not submitted nomination for consideration of newly organized and Democrat-controlled Congress. After Senate committee last Nov. 9 had voted 7-0 (but with seven Democratic members abstaining) for McConnaughey confirmation, Senate itself didn't act. Thus at this session slate is wiped clean and no action can be taken until President resubmits nomination.

B•T

LOOK for Crusade for Spot Radio, financed by stations and conducted by Station Representatives Assn. among agencies and advertisers during past two years, to cease operations about late spring. Stepped-up activity of Radio Advertising Bureau in spot field seen as making Crusade no longer necessary. Decision to disband expected to be announced soon.

B•T

LAMB PROSECUTOR • Although Broadcast Bureau, in its pleading to delay resumption of Ed Lamb-WICU (TV) Erie license renewal hearing, said that chief counsel Walter R. Powell Jr. would be succeeded by trial attorney Edward J. Brown, top FCC source revealed Mr. Brown had not been named "chief" counsel and decision won't be made until this week. Other quarters speculated Joseph Kittner, assistant chief of Broadcast Bureau, is likely choice. Mr. Powell left FCC for NARTB (story page 76).

B•T

STINGING editorial was published in Jan. 6 issue of Edward Lamb's Erie Dispatch *on resignation of Walter R. Powell Jr. from FCC to become staff attorney for NARTB. Editorial alleged Mr. Powell, who has been FCC's chief attorney in renewal proceedings regarding Mr. Lamb's WICU (TV) Erie, has been "fired" and also raised questions about Robert Leahy, FCC staff investigator. Question: Will Lamb stations remain in NARTB membership?*

B•T

RAYBURN BAN • House Speaker Sam Rayburn's opposition to airing of House committee proceedings may bring efforts from within his own Democratic Party to effect compromise. Mr. Rayburn has contended telecasting of committee work unduly disturbs decorum. Suggestion will be for study of effect of broadcasting on congressional business, with provision made that *important* as well as *sensational* proceedings be aired. Unlike Senate, where each committee makes its own rules, rules of House are those of committee also and Speaker is boss.

B•T

COMMUNITY television operators, 300 strong, have been urged to write congressmen regarding unauthorized re-radiators operating in Washington state [B•T, Nov. 22, 1954]. Fear is expressed by Community Television Assn. officials that unhampered operation of unofficial and illegal "repeater" facilities will give ideas to others —to detriment of community tv groups.

B•T

BEFORE 'TONIGHT' • Hazel Markel, top Washington newswoman, is aligning solidly with NBC. In addition to her new post as associate producer of Ted Granik's *The American Forum* and *Youth Wants to Know*, she is expected to take on evening stint preceding Steve Allen's *Tonight* (with sponsors signed). She also is handling women's angle, on spot news basis, on Ray Henle's *Three Star Extra* (Sunoco sponsorship, plus co-op).

B•T

COMR. FRIEDA B. HENNOCK has a new cause celebre—*subscription tv. She has grabbed ball in recent days. But Comr. Robert E. Lee for some months has been making first-hand study of pay-as-you-go projects and is ramrodding FCC action, expected this week in form of first phase of rule-making looking toward broad comments from all parties in interest.*

B•T

HEADED FOR COURT • WTRI (TV) Albany principals definitely have decided to file court appeal against FCC denial of request to stay ownership transfer of WROW-AM-TV Albany to CBS newscaster Lowell Thomas and associates [B•T, Jan. 3]. Commission, although refusing to grant stay of transfer, ordered Jan. 24 oral argument on WTRI charge that Mr. Thomas and CBS should be considered as one for purposes of multiple ownership rules. It also said future hearing will be held on other WTRI allegations. CBS-TV affiliation changes from WTRI to WROW-TV Feb. 1.

B•T

NEW WRINKLE DEPARTMENT: Chicago advertising row hears an unidentified person has been representing himself as executive with "Sherman & Marquette" agency seeking station availabilities for purported time purchases by Oscar Mayer & Co. and Quaker Oats. Changing his name as he moves around, he reportedly has made solicitations to stations in Seattle and elsewhere. Wrinkle: man reportedly is content to settle merely for free drinks and food. Rub: Sherman & Marquette no longer exists. Agency is now known as Wherry, Baker & Tilden.

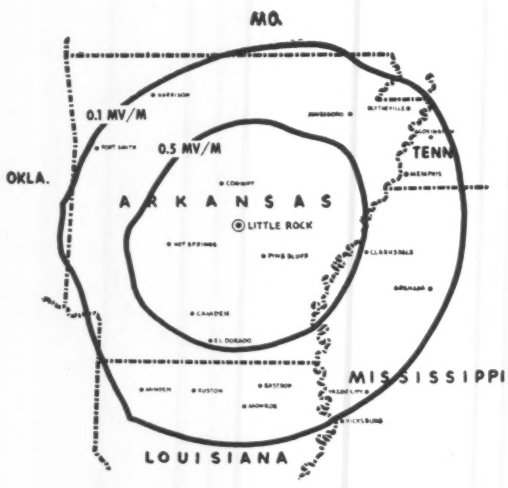
B•T

TIT FOR TAT • Unusual offer going to radio stations around country from Century Broadcasting System, New York: two free half-hour programs, billed as starring top name talent, to be provided by Century five days weekly in return for one minute of time five days per week to be sold by Century. Letter says one program features such stars as Patti Page, Kaye Starr, Peggy Lee; others, such as Milton Berle, Dinah Shore, Frank Sinatra, Martin & Lewis. Century, said to be subsidiary of Columbia Amusement Corp., booking agency, also offers to pay agency and representatives' commissions. It asked stations to reply by today (Mon.).

DON'T USE KTHS IF YOU SELL A "Limited Market"

(Little Rock ONLY, for instance)

DO USE KTHS IF YOU SELL *most or all of Arkansas!*



Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant — has a population of 3,372,433.

IF your product or distribution set-up calls for less than a State-wide effort in Arkansas—If you don't care about anything except Little Rock itself—KTHS is *not* for you.

KTHS is the big *Arkansas* radio buy. Big power (50,000 watts). Big network (CBS). Big coverage (see map).

"Technical" advantages of power are only part of the story. With an outstanding staff, topnotch facilities, programming know-how and merchandising gimmicks, KTHS easily captures a large part of the Arkansas radio audience, a large part of the time.

It's as simple as that. If you want efficient, economical radio coverage of *Arkansas*, let The Branham Company give you all the KTHS facts.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

HEARST ACQUIRES WTVW (TV) MILWAUKEE; NBC BUYS WKNB-TV NEW BRITAIN, CONN.

PURCHASE of ch. 12 WTVW (TV) Milwaukee by Hearst Corp. for $2 million [CLOSED CIRCUIT, Dec. 13, 1954] announced Friday, subject to usual FCC approval.

Milwaukee sale announcement came same day NBC officially announced its $606,000 purchase of WKNB-AM-TV New Britain-Hartford, Conn. (see early story page 27).

Milwaukee purchase "is first step in our long range plans to acquire the full quota of tv stations," Charles B. McCabe, Hearst radio-tv chairman, said in announcement. He also said Hearst is negotiating in other cities and that "further announcements may be expected."

Hearst owns WISN Milwaukee, WBAL-AM-TV Baltimore, and, through associated company, WCAE Pittsburgh. It owns newspapers in those cities and in New York, Albany (N. Y.), Boston, Chicago, Detroit, San Francisco, Los Angeles, San Antonio and Seattle. WCAE is one of five applicants for Pittsburgh ch. 4.

Purchase price of $2 million includes assumption of more than $1 million in contracts for completion of power boost to 251 kw and 1,070-ft. tower. Station, which began operating last year, was granted following four-way merger among Milwaukee Area Telecasting Corp., Kolero Telecasting Co., and WEMP and WFOX Milwaukee.

With Hearst buy of Milwaukee ch. 12 station, company will withdraw from three-cornered Whitefish Bay (Milwaukee) ch. 6 hearing, it was said. This will leave WMIL Milwaukee and non-broadcaster Independent Television Inc. in contest for that channel, but merger may ensue. WCAN Milwaukee, intervenor in ch. 6 battle, has indicated it will withdraw when FCC approves CBS purchase of WOKY-TV Milwaukee and facilities of WCAN-TV [B•T, Oct. 25, 1954], it was understood. Poller station, which also had appealed to federal courts against Milwaukee ch. 12 merger grant, failed to file its brief Jan. 3 and its appeal was dismissed, it was learned.

NBC late Friday acquired WKNB-TV New Britain-Hartford (ch. 30)—its first uhf outlet—for $606,000. Transaction, subject to FCC approval, also is contingent upon move of transmitter site to Mt. Higby. Network will go "all out" and will seek one million-w uhf maximum from new location to provide Hartford-New Britain-New Haven coverage.

NBC, according to Charles R. Denny Jr., vice president in charge of owned and operated stations, acquired all of capital stock of New Britain Broadcasting Co. from Julian Gross, former agency owner, and his associates. This includes WKNB-AM, daytimer on 840 kc, 1 kw, which NBC presumably would sell. Last ownership report lists stockholders as Mr. Gross 47.7%; Chester Bland 15.7%; Goodman Banks 10.3%; Lawrence Whitehead 3.3%, and Milton Conhaim 6.4%. WKNB-TV had Class A hour live rate of $400, film $350.

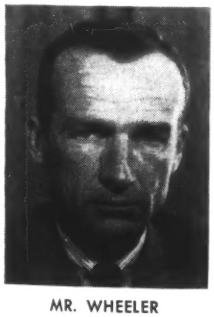
Transaction, in negotiation for several weeks, was completed Friday afternoon by Messrs. Gross and Denny, with Joseph Heffernan, NBC financial vice president; Thomas Irvin, NBC general counsel, and Judge Solomon Elsner and Washington attorney Lester Cohen. Blackburn-Hamilton handled sale.

WKNB-TV now has authorized power of 155 kw visual, 81.3 kw aural, with operating power of 20 kw visual and 10 kw aural. Antenna, on Rattlesnake Mountain, is 970 feet above average terrain, 545 feet above ground. Bolling Co. is national sales representative.

NBC said it had not yet decided upon location of its second uhf outlet, to give it its full quota.

George Wheeler Elected Vice President by RCA

GEORGE Y. WHEELER II, for last five years assistant to NBC Washington Vice President Frank M. Russell, has been elected staff vice president of RCA [CLOSED CIRCUIT, Dec. 20, 1954], it was announced Friday. He will remain in Washington.



MR. WHEELER

Mr. Wheeler, 37, joined NBC in 1937 as page. From 1938 to 1944 he served in NBC's Washington program department as announcer, performer, writer, producer and program manager. In 1944 he served as war correspondent in European Theatre of Operations. After World War II Mr. Wheeler was named assistant general manager of NBC in Washington, serving in that capacity until 1949 when he was named Mr. Russell's assistant.

Mr. Wheeler is 1937 graduate of Princeton U., and received law training at National U., Washington, during 1951-54. Native of Washington, he is member of board of governors of Metropolitan Club, and also member of Chevy Chase Club and Delta Theta Phi, law fraternity.

STUNT WITH DATA

RADIO Advertising Bureau is using research cutie to demonstrate radio's effectiveness and have fun in process. RAB people got commercial for Jim Clinton Clothing Stores of Los Angeles area, took it thousand miles to Houston and aired it 21 times in one week on KPRC there. Then they hired Pulse to do survey. Findings: of those interviewed, 12% were able to identify Jim Clinton Stores—this even though only couple persons (former Los Angeles residents) had any reason to have heard of them before, and also despite fact commercials were broadcast during evenings in so-called "television time." This is one of several research departures RAB has in works to add weight to pro-radio drive among advertisers and agencies.

• BUSINESS BRIEFLY

BAYUK ON WINCHELL • Bayuk Cigars Inc. (Webster and Phillies), Philadelphia, to sponsor Walter Winchell's simulcast on ABC Radio-Tv on alternate weeks effective Feb. 6. Other alternate sponsor is American Safety Razor Corp. Radio broadcasts of Winchell show, sponsored by Bayuk, will be on behalf of Webster cigars; telecasts for Phillies. D'Arcy Adv., N. Y., is Bayuk's agency.

ČUDAHY APPOINTS • Cudahy Packing Co., Chicago (Old Dutch Cleanser, Delrich margarine), appoints Weiss & Geller, same city, to handle advertising, formerly serviced by Young & Rubicam. Radio-tv will be used.

SSS ON TV, RADIO • SSS Tonic, through Day Weinstein, Atlanta, using tv spot campaign in 20 markets for first time, in addition to radio schedule to break mid-February for 13 weeks.

MAIL ORDER BOOK • Harion Publications, Greenlawn, L. I., placing quarter-hour program following news shows on radio stations from Maine to Minnesota and south to Washington to promote book, "How and When to Retire," which sells for $1 on mail-order arrangement. Agency: Metropolitan Adv., N. Y.

PIN-IT SPOTS • Procter & Gamble, Cincinnati (Pin-It home permanent), preparing 52-week tv spot campaign in number of markets, starting at varying times, Jan. 15 and Feb. 1. Benton & Bowles, N. Y., is agency.

Kools Back in Radio

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool cigarettes), which canceled radio spot announcement campaign in evening time last month, is reinstating radio schedule in about 150 markets, using early morning periods, following trend of buying early-morning instead of evening time. Campaign breaks Jan. 17 for 13 weeks. Ted Bates Inc., N. Y., is agency.

NCAA Votes Tv Committee

NATIONAL Collegiate Athletic Assn. last Friday adopted resolution formally authorizing establishment of 1955 Television Committee, which will draw up tv plan to be submitted to membership in mail referendum in spring (see story page 56). Names of 1955 Tv Committee members were to be disclosed Saturday.

WBML Goes Independent

WBML Macon, Ga., longtime NBC affiliate, will not renew with network, according to George W. Patton, vice president and general manager. He said station will operate as independent, building programming around music and news. Headley-Reed is national representative.

Providence Appeal Planned

CERTAINTY of court appeal against FCC's action in affirming Providence ch. 12 grant to WPRO-TV there and denying protest of ch. 16 WNET (TV) same city (see earlier story page 75) made known Friday by WNET attorneys. Appeal will be filed this week, it was said.

Storer
Broadcasting
Company

announces the appointment of

The
Katz
Agency
Inc.

as national representative for

WJW
Cleveland

effective January 1, 1955

at deadline

Lamb Asks FCC to Drop Issue in Renewal Hearing

EDWARD LAMB's WICU (TV) Erie, Pa., petitioned FCC Friday for severance and immediate decision on Issue No. 1 in license renewal proceeding pending before Examiner Herbert Sharfman. WICU charges "bankruptcy of the Broadcast Bureau's evidence to date [on Mr. Lamb's alleged communist ties] is appalling, and to require Mr. Lamb to answer further the incredible and defamatory charges of such irresponsible and disreputable witnesses as have been heard to date is an abuse of process."

WICU is entitled to renewal "as matter of law," petition asserted, charging there is no evidence Mr. Lamb misrepresented or concealed any material fact from FCC. Case resumes Jan. 18 but Broadcast Bureau has asked delay to Feb. 9 so new counsel Edward J. Brown can prepare.

Magazine Revenues Reach $694.1 Million, New Record

MAGAZINE advertising revenues reported at all-time high, reaching peak of $694.1 million for 1954, Magazine Advertising Bureau said today (Mon.). Figure is based upon "exact measurement of advertising space carried in about 100 general and national farm magazines included in the Publishers Information Service; it is not projected to include any other magazines unreported in PIB." Sunday newspaper supplements are excluded.

Total revenues for 1954 are slightly ahead of 1953 figures, about $1 million more, MAB said, adding that rise in magazine advertising revenues has been "virtually uninterrupted since 1933," with gain from 1948 more than 18%.

KOLD Yuma Sold

SALE of KOLD Yuma, Ariz., by Gene Autry interests for $50,000 to Jim Hawthorne and associates filed with FCC Friday. Mr. Hawthorne will move to Yuma but retains interests in H-K Productions, Hollywood tv film firm. Other sale filed with FCC: WPFD Darlington, S. C., by Frank A. Hull for $2,500 to Blue Ridge Bcstg. Co., operator WSNW Seneca, S. C.

Two other station sales reported Friday, subject to FCC approval: WKTM Mayfield, Ky., and WHDM McKenzie, Tenn. Mike Layman and associates sell WKTM for $27,000 to Michael R. Freeland and G. Paul Crowder. Mr. Freeland and associates sell WHDM for $50,000 to Mr. & Mrs. Earl Nolting, Columbus, Ind. Both sales handled by Paul H. Chapman, Atlanta broker.

Monroe Uhf Outlet Deleted

UHF deletion No. 101 announced by FCC Friday as Commission canceled permit for ch. 43 KFAZ (TV) Monroe, La., for lack of prosecution. Uhf dropouts passed 100 mark earlier in week (story page 78). Vhf deletions total 21. KFAZ earlier suspended operation. Ch. 45 WKST-TV New Castle, Pa., Friday asked FCC for permission to suspend operation for 90 days effective Jan. 14 pending consideration of petition for move to Youngstown, Ohio. Station said it has lost $70,000 over radio profits.

FOR INVESTORS

NEW financial program aimed at investors and potential investors has been launched by WOR New York as result of recent increase in public interest in Wall Street stock market. Five-minute show, titled *Financial Review*, is heard Monday through Friday evenings on WOR. John Scott, station newscaster, writes and narrates broadcast which consists largely of answering questions sent by listeners and explaining fundamentals of investing. *Financial Review* is sponsored by Bruns Nordeman, brokerage firm, through Galbraith-Hoffman Agency.

Political Convention Date Set

RECOMMENDATION that Democratic National Convention be held week of Aug. 27, 1956, made today to Democratic National Committee by Chairman Paul M. Butler. No site has yet been chosen for convention. Meanwhile, site committee of Republican National Committee, under chairmanship of Republican National Chairman Leonard Hall, met Saturday to hear representatives of Atlantic City, Philadelphia and Chicago. Attending sessions was newscaster Bill Henry, representing Congressional Radio-Tv Correspondents Assn.

Bills Filed in Congress

NUMBER of activities affecting broadcasters were taking place last week as 84th Congress opened first session. Several bills proposed by congressmen were similar to others introduced in 83rd Congress.

Sen. Thomas C. Hennings (D-Mo.) proposed witnesses at congressional hearings be given right to refuse to be televised (S Res 15). Sen. J. William Fulbright (D-Ark.) commended CBS Inc.'s foundation to make grants to colleges formerly attended by executives [B•T, Dec. 27, 1954]. Rep. Katherine St. George (R-N. Y.) reintroduced her last year's bill to require station investigation of persons for whom solicitations are made on air (HR 177). Sen. Hubert Humphrey (D-Minn.) promised news media he would try to open more congressional hearings to them. Rep. Kenneth Keating (R-N. Y.) reintroduced his anti-gambling bill (HR 789) of last year, similar to Senate bill last year which met broadcasters' and FCC's objections until it finally was rendered harmless through amendment, but failed anyway. Rep. Emanuel Celler (D-N. Y.) asked that commercial sponsorship of congressional hearing coverage by radio and tv be prohibited (HR 626). Rep. Carl Hinshaw (R-Calif.) asked again that subscription tv and theatre tv be made common carriers (HR 524).

MBS BASEBALL

MUTUAL will carry baseball *Game of the Day* for sixth straight year, starting March 2 and extending for 26 weeks. Mutual Sports Director Al Jonas reported that on days major league baseball clubs are not available for pickup, program will utilize outstanding minor league attractions. Seven-day-a-week *Game of the Day* is being made available for local co-op sponsorship.

PEOPLE

NORT WYNER, account executive on Rayco account for Emil Mogul Co., named account supervisor for Rayco auto seat covers and Manischewitz wine.

FRANK F. NEUNER, planning administrator in charge of coordinating RCA Tube Div.'s long-range marketing operations, to newly-created Tube Div. post of manager, semi-conductor marketing.

JOHN L. ZIMMER, senior producer of television commercials, appointed manager of commercial television production of Compton Adv., N. Y.

DAVID N. LAUX, head of agency relations, Studio Films, N. Y., and formerly account executive, Ruthrauff & Ryan, elected vice president of Studio Films.

CHARLES ADAMS, production head of films for tv, Loucks & Norling Studios, N. Y., elected vice president.

WILLIAM W. BOWEN, administrative staff assistant, Westinghouse Electric Corp., Tv-Radio Div., appointed staff assistant to R. L. Sandefur, sales manager.

JOE McKAY, recently with Kay Thompson act and formerly account executive at Grant Adv. and other agencies, and **JAMES O. RILEY,** assistant sound cameraman and formerly at WTOP Washington, to Kling Film Productions, Chicago, as directors.

ARTHUR W. ALDAG, general sales manager, elected vice president in charge of sales, and **HARRY L. GADAU,** advertising manager, elected vice president for advertising at Rival Packing Co., Chicago. Firm uses radio and television.

H. Weller Keever Named NBC Film Sales Manager

H. WELLER KEEVER, central sales supervisor, NBC Film Div., appointed national sales manager. He joined division in 1951 as salesman and in 1953 was promoted to central supervisor.

Mr. Keever announced these sales promotions within division: Leonard C. Warager, supervisor, named sales manager of eastern sales force headquartering in New York; Dan Curtis, acting supervisor, elevated to sales manager of central sales force stationed in Chicago, and Clifford Ogden, supervisor, promoted to sales manager of western sales force with headquarters in Hollywood.

In line with expansion of division, Curtiss C. James, account executive, Murphy & Long, Dayton, Ohio, joins NBC Film Div. sales promotion staff as presentation writer.

Lohnes Estate $600,000

WILL of Horace L. Lohnes, Washington radio-tv attorney who died last month [B•T, Dec. 27, 1954], accepted for probate by Fairfax County (Va.) Circuit Court Friday. Estate, valued at more than $600,000, mostly bonds and securities, left to Mr. Lohnes' widow, Mrs. Thelma M. Lohnes, and daughter, Roberta Lee Lohnes, in equal trusts. Will included six bequests totaling $23,500. Mr. Lohnes lived at Twin Oaks, Vienna, Va.

Helen Hedeman Dies

HELEN HEDEMAN, 43, ABC Radio supervisor of auditions and casting, died Friday in New York. Miss Hedeman had been associated with ABC and the old Blue Network for more than 21 years.

the week in brief

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EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
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NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

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CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115

MIDWEST NEWS EDITOR: John Osbon

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HOLLYWOOD
Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181

WESTERN NEWS EDITOR: Leo Kovner

TV FILM EDITOR: Marjorie Ann Thomas

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Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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*Reg. U. S. Patent Office

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when you gossip you want a private line...

...and when you're viewing, you want an INTERFERENCE-FREE CHANNEL

From its central-Mississippi location, WJTV . . . always *first* with an interference-free line to Mississippi's *first* market . . . now, with 10 times more power, extends your private line to more than 20 additional bonus market areas. It's interference-free . . . because no station in any city up to 400 miles away shares WJTV's channel.

And there's more . . . *more* . . . MORE to come! In a matter of weeks WJTV will further increase its power to 500,000 watts . . . its second power increase since October 1, 1954.

Yes, sir! As comforting as a private line when you're gossiping . . . that's what an interference-free station is. *To the advertiser as well as the viewer.*

And . . . not at all incidentally . . . WJTV is *still* the most-watched station in Mississippi's first market, the metropolitan Jackson area. Sixty percent of the time, against 37% for the second station and 3% for the third, according to the most recent *Pulse*.

WJTV
CHANNEL 25 • JACKSON, MISS.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER

Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS

Represented Nationally by the Katz Agency

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...

Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of January 1
100 micro-volt contour . . . 117,892

Represented by Weed Television

LEE STATIONS
National Sales Offices
WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM
KHQA-TV, WTAD-AM-FM — Quincy, Ill.

IN REVIEW

NORBY

IF SUCCEEDING episodes of *Norby*, the new tv family series which made its bow Wednesday on NBC-TV, are as well presented as the first, viewers are in for solid, warm entertainment.

The storyline seemed a bit above par, and certainly much of the nonsense that clutters too many of the series' family contemporaries on tv was avoided. Aside from the fact that *Norby* holds great promise as program fare in 1955, the series is made especially interesting in that it is telecast in compatible color on a regular basis from Eastman color print film.

Eastman, noted for its work in color film, lived up to advance notice that *Norby's* presentation was designed to be a sort of pioneering precedent for the use of color film in television. The natural colors of outdoor shots filmed on location at Pearl River, N. Y., the deeper color tones as the story switched to "inside"

JOAN LORRING and DAVID WAYNE

shots (filmed in New York studios of 20th Century-Fox Movietone Studios), and the subdued and attractive use of color in commercials were arguments for more color film on tv.

Restraint was evident both in the color and in the contents of the commercials. The approach was to suggest the simplicity and coziness of the living room as associated with photography. The middle commercial, titled "Little Girl's Feet," trained the camera on the feet of a baby girl taking her first steps and in fast sequence took her through childhood and adolesence right up to her marriage. The emphasis was on the importance of capturing great moments in a family's life on film. Eastman's "Duo-Pak" in full color against a solid blue background was the parting shot of the middle commercial. The closing commercial was similar with the stress on Eastman's Hawkeye flash camera.

Both story and commercials are designed to appeal to Eastman's family trade in all age groups. The fact that the program is in the 7-7:30 p.m. EST time slot should prove a shot-in-the-arm toward this realization.

The program centers on Pearson Norby, a junior executive in a small-town bank, well-played by David Wayne. Joan Lorring, as his wife, is pert and eye-catching. Evan Elliot, the Norby youngster, nearly stole the show munching on a banana with a gleam of admiration for his dad in his eye as Mr. Norby relates his ecstatic reaction to having been made a vice president (in charge of small loans) at the bank. Ralph Dunn as Mr. Rudge, bank vice president and efficiency expert, brings in a top performance as the typical "watchdog" of office expenditures. One of the funniest sequences in a generally amusing show was the scene in which Mr. Norby extends his hands to receive congratulations on his promotion, but finds them caught in the ripped sleeves of his jacket.

The show's producers promise more outdoor scenes as the series progresses. This alone should be worth the tuning-in, if the photography continues to be as good—colorwise particularly—as in the first episode.

Sponsored by Eastman Kodak Co. through J. Walter Thompson Co. on NBC-TV Wed., 7-7:30 p.m. EST. Telecast in color from Eastman Color Print Film.

Cast: David Wayne, Joan Lorring, Susan Hallaran, Evan Elliot; supporting roles by Janice Mars, Ralph Dunn, Carol Veazie.

Producer: David Swift; director: Richard Whorf; associate producers: John Graham and Max Allentuck.

Director of Photography: Larry Williams, ASC. Filmed by Norby Productions at 20th Century-Fox Movietone Studios, New York, and outdoors at Pearl River, N. Y.

Writers: Mr. Swift supervises two writing teams: Harvey Orkin and James Lee; David Rayfiel and George Kirgo.

THE BOB CUMMINGS SHOW

ZANY is the word for the *Bob Cummings Show*, which bowed Jan. 2 as NBC-TV's challenge to *What's My Line?* on CBS-TV in the Sunday evening 10:30-11 spot. If enough people agree that zany comedy is fun, then for the first time in its long career, *WML* is going to have to fight for audience.

In his new series, Mr. Cummings is an eligible bachelor, much sought after by the ladies, with whom his photographic business keeps him in almost continuous contact. Mr. Cummings has a sister, an attractive youngish middle-aged widow whom he'd like to get remarried for the sake of her teen-age son, a head taller than his mother and not precisely an asset to romance. Mr. Cummings also has a secretary, a "plain Jane" who is determined that if she can't lead him to the altar, at least no other girl will.

There are all the makings of another domestic situation comedy. But Mr. Cummings' writers and producers decided instead on low farce and the thin story line is subordinated to a series of raucous gags. In the opening program, a society matron friend of the hero's sister visits Bob's studio and sees his secretary, Shultzie, in an ape costume. (He'd been photographing the ape attacking a lovely bride: "This picture's got to be horrible. It's for the cover of a children's comic book.")

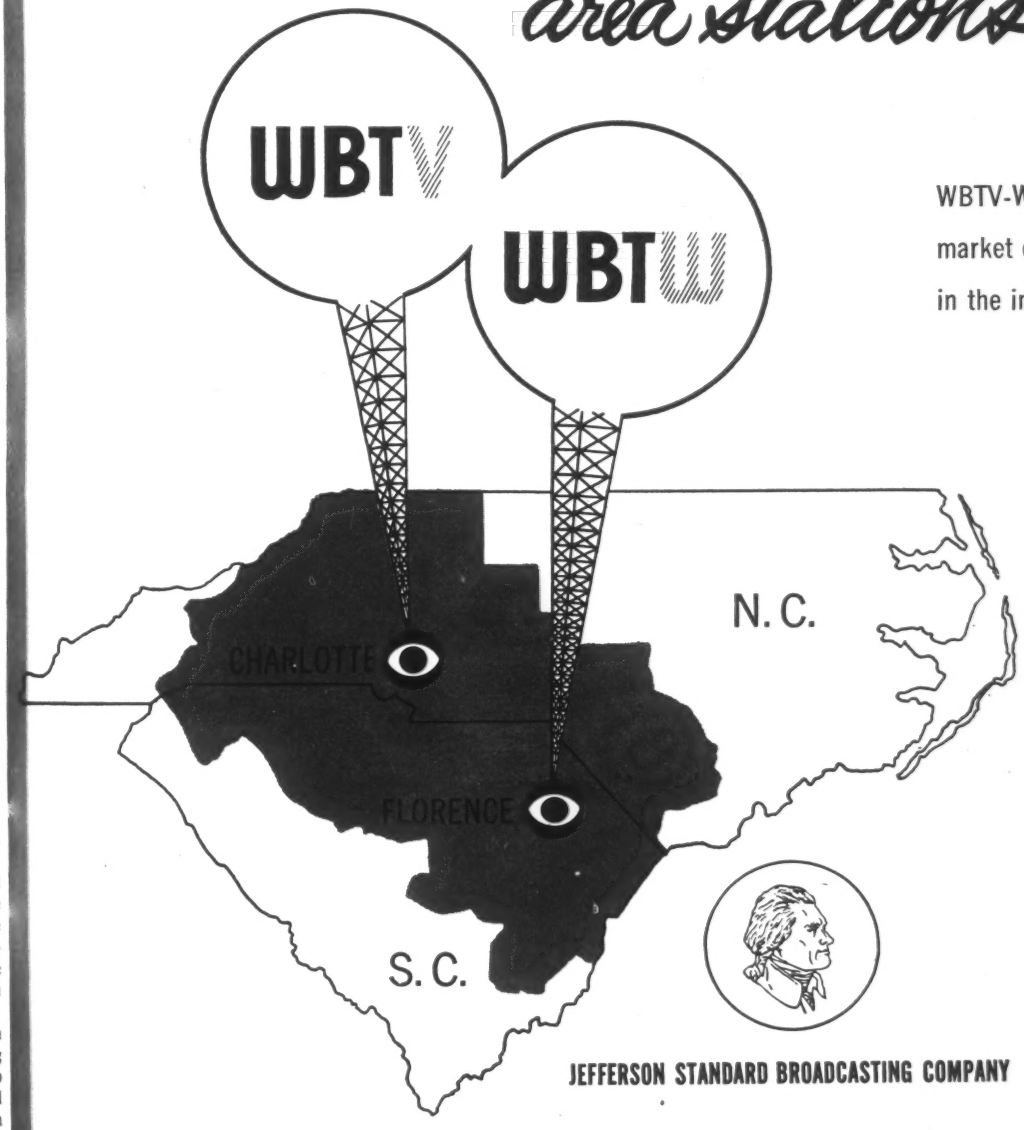
She thinks Shultzie really is an ape and throughout the rest of the program, when she hears of Shultzie typing letters, answering the phone, driving a car, etc., she becomes increasingly amazed. At the program's end she gives Bob her pet poodle, for him to teach to play bridge.

The show included a father-to-son talk which Bob tried to give to his nephew while posing models for fashion pictures. There were also glamour photos of his sister, to entice an old beau, the outcome being that Bob gets an order to take similar pictures of the old beau's wife. And there was the comic secretary getting things all mixed up in her attempt to help. And—but that's enough to give the idea.

The cast overplayed with gay gusto, merrily divorcing the plot—and characters—from any resemblance to reality. Mr. Cummings was properly handsome and helpless. Anne B. Davis, as Shultzie, provided an excellent cari-

dominance DOUBLED

in the carolinas with 2 2 great area stations



WBTV-WBTW combination creates market comparable to nation's 8th largest in the industry-mushrooming Carolinas

Advertisers have a rich stake in what's happening in the Carolinas.

The Carolinas are on the march economically, and two top-power stations—WBTV and WBTW—now service this upsurging selling market.

WBTV and newcomer WBTW can, as a combination, deliver 50% of the people in North and South Carolina.

Together, WBTV and WBTW create a market of 3,375,000 people, over $3½ billion in buying power and $2½ billion in retail sales—a TV market comparable to the *eighth largest in the nation.*

For complete details on how WBTV and WBTW truly measure up to "Dominance doubled in the Carolinas," call CBS Television Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY

Every Sale is a

Furniture store kicks off big sale with newspaper-tv combination. Good results but quick fade. Drops newspaper-tv — picks up radio saturation schedule. Sale bounces back and shows steady rise to top newspaper-tv kickoff figures!*

Retail shoe outlet buys 21 spots for one week — grossed more in that one week than in previous month. Pickup in quality trade especially noted.*

40 year old furniture store buys first radio in 21 years, taking 16% of newspaper budget for purpose. End of first month showed 15.1% increase over same month last year. Third month showed 28.3% increase over corresponding month year ago — largest month in 39 years.*

Appliance store ordered 15-minute live talent show five days a week. First six weeks on air sales increased from $15,000 to $27,000. Store expansion to two new locations attributable in large part by owner to results of this single radio program.*

Furniture store with a modest schedule of one minute radio announcements credits radio with a 50% increase in business.*

Appliance distributor buys medium saturation announcement schedule beamed to housewives. Dealers report tremendous sales results. Advise beamed technique directly responsible.*

* Full Details Available

Associated Tulsa Broadcasters — KVOO

Local Sale!

(No Matter Who Pays the Bill)

AND IN TULSA . . .

Local sales are good . . . *very good indeed!*

AND . . .

Standouts in local sales are those being made by Tulsa radio stations to Tulsa merchants!

Interesting, isn't it! Local radio advertising in Tulsa is very good indeed.

Local station salesmen are experiencing their *highest monthly gross in years!*

WHY?

Because, in Tulsa, *radio advertising is producing consistent, profitable results.* Local merchants who can watch advertising results closely, day by day, watch advertising costs . . . they know AT ONCE what advertising pays off.

They know RADIO *advertising pays off.* Their cash registers prove it!

Want to know more? Want some success stories? Want to know how YOU can use radio advertising in Tulsa for YOUR clients? Contact any one of the Associated Tulsa Broadcasters, either direct or through their representatives.

Remember . . . EVERY *sale is a* LOCAL *sale* . . . no matter who pays the bill! So, take a tip from the men on the PAY OFF LINE . . . the LOCAL buyers of advertising . . . They're using Radio advertising in Tulsa.

How about YOU?

KTUL • KAKC • KFMJ • KOME • KRMG

Why STERLING

uses WHAM

year after year—

With housewives, farmers, industrial executives and government officials all important customers for one or another of its diversified salt products, the International Salt Company, Inc., one of the world's leading salt producers, has found WHAM to be a good, low-cost-per-thousand medium for carrying its sales messages.

WHAM has brought sales results in this important Western New York sales market which have helped build and support high distribution of Sterling Salt products. Down-to-earth sales results all along its product line have made International Salt stay with WHAM year after year.

Also, International has made WHAM radio campaigns serve a double purpose, a basic medium around which to merchandise Sterling Salt—with mailing pieces, displays and premium offers to retailers.

Present and future Sterling Salt customers in all quarters listen to WHAM.

50,000 watts • clear channel • 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

IN REVIEW

cature of a determined secretary. Rosemary de Camp as the sister and Dwayne Hickman as her son entered into the spirit of the romp and Isabel Randolph turned in an especially amusing performance as the amazed matron.

Sponsored by R. J. Reynolds Tobacco Co. for Winston cigarettes, through William Esty Co. Filmed by McCadden Corp. and broadcast from Hollywood by NBC-TV, Sun., 10:30-11 p.m. EST.

Star: Bob Cummings, supported by Rosemary de Camp, Dwayne Hickman, Anne B. Davis, Isabel Randolph, Deane Jergens.

Production supervisor: George Burns; director: Rod Amateau; producer-writer: Paul Henning; assistant producer: Al Simon; asst. to the producer: Eddy Ruben.

FOUR STAR PLAYHOUSE

THE consistently good tv film series, CBS-TV's *Four Star Playhouse*, came up with a gem of a program last Dec. 23. In a week overladen with Christmas trees, tinsel, carols, seasonal good will, precocious moppets and general stickiness, Four Star Productions' contribution stood out. Titled "The Answer," it was beautifully conceived, and executed with disarming simplicity.

A dispirited Hollywood screenwriter has returned home and during a visit to his uncle's bar meets an assorted group of people, a sailor, taxi driver, showgirl and a wine-loving intellectual bum, who has absorbed most of the encyclopedia in his research for a play to be the monumental drama of all time. While selling answers to questions to pay for wine, he is induced by the writer to reveal the plot of his play.

This play has to do with a 24-hour treaty, secured by the United Nations in a last-ditch attempt to prevent war between the two greatest powers in the world. To this end, the greatest minds in each field of human knowledge have been assembled to pour their wisdom into a mechanical brain. After assimilating this collected knowledge, the brain arrives at the answer—the Ten Commandments.

Deceptively simple plot-wise, "The Answer," in the hands of David Niven, as the skid-row philosopher, director Roy Kellino and writer Leonard Freeman, is shaped into what should go down as one of the best tv films to date. The suspense is sustained from the opening words of "Thou shalt have no others gods before me" to the final and conclusive "Thou shalt not kill," which was transposed in sequence for necessary dramatic effect.

Roy Kellino, whose "The Interlude" for Four Star is up for the current Screen Directors' Guild tv achievement award, is steadily proving himself a director of stature. Confined to one set with the major focus on one actor, his direction of Leonard Freeman's first-rate script was both sensitive and paced to bring out all possible dramatic values.

Production cost: $35,000 per program.

Sponsors: Singer Sewing Machine Co., through Young & Rubicam Inc., and Parker Pen Co., through J. Walter Thompson Co.

Produced on film by Four Star Productions. Telecast on CBS-TV, Thurs., 9:30-10 p.m. EST.

Producer: David Niven (alternating with Charles Boyer, Dick Powell, Ida Lupino); director: Roy Kellino (Dec. 23).

Cast: David Niven, Carolyn Jones, Anthony Caruso, Nestor Paiva, John Harmon, Ted Stanhope, Richard Reeves, Jack Lomas (Dec. 23).

Original story and screenplay by Leonard Freeman.

Photographed by George E. Diskant.

OPEN MIKE

Georgia on the Go

EDITOR:

I have just read your piece on Georgia [B•T, Dec. 27] and want to congratulate you on the excellent way this special article was handled.

Harben Daniel, President
WSAV Savannah, Ga.

EDITOR:

. . . Congratulations. It was a good story, well told. Please send us 200 reprints.

J. T. Snowden Jr.
Vice President
WBIA Augusta, Ga.

EDITOR:

We think you made a poor choice of words in your Georgia section, when you stated that WDAK-TV *claimed* 95% conversion. Actually, we claim nothing—we simply go by the Telepulse figures of October 1954, which showed 93.7% conversion.

Allen M. Woodall, President
WDAK-TV Columbus, Ga.

Work of Art

EDITOR:

You and your staff do a remarkable business 52 weeks out of the year. Each issue is truly a work of art. If I were to start to list the many feature stories which have proved invaluable to us during the past year, the list would be almost endless . . .

Frank V. Webb, V.P.-Gen. Mgr.
KFH-AM-FM Wichita, Kan.

Sabotage

EDITOR:

When I read your editorial "Sabotage" [B•T, Dec. 27, 1954] I became very nauseated at the irresponsibility of the reporting in a magazine that supposedly is *the newsweekly* of the radio and television industry.

You condemn, judge and try the NABET engineers who are on strike against KPIX (TV) San Francisco. You yell sabotage in your most pious manner when you have no proof whatso-ever. If you had such proof why didn't you present it for all to see? Has the FCC or any duly accredited law enforcement agency proved that NABET engineers sabotaged the KPIX-TV equipment? . . . You know the answer to that as well as I do but you couldn't pass up an opportunity to let your union-hating magazine do some real sabotaging of good labor-management relations and condemn the NABET lads without a trial . . .

Taylor L. Blair Jr.
Chattanooga, Tenn.

[EDITOR'S NOTE: It remains for an FCC investigation, now underway, to pin the blame on specific individuals, but evidence is abundant that sabotage was committed. B•T sticks by its editorial guns.]

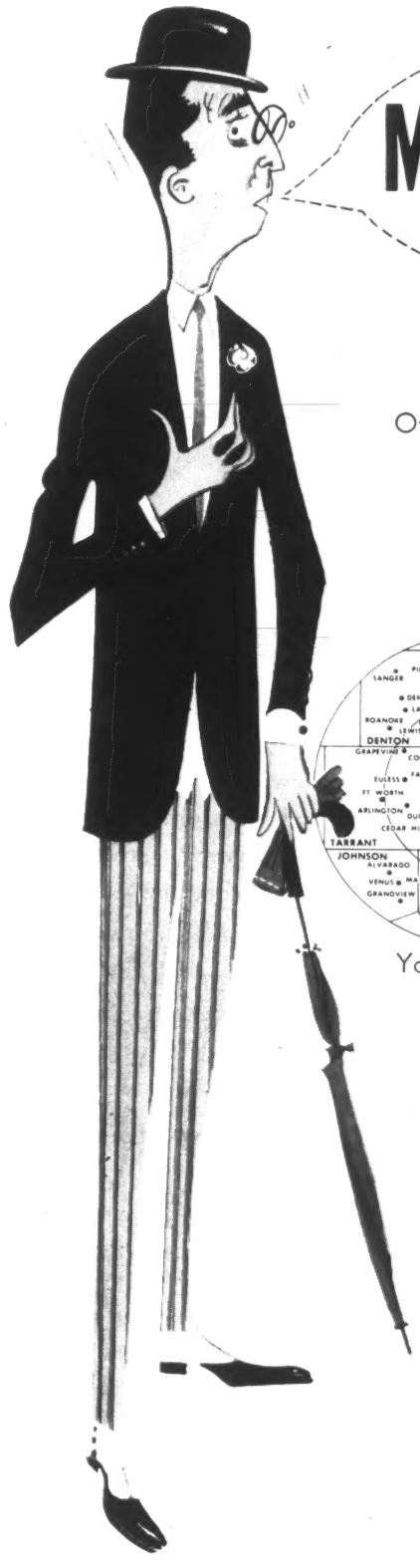
KOA's Grubb

EDITOR:

The Dec. 20 edition of B•T carries a mention of our newly-appointed farm sales manager, Gene Grubb, but credits him as being on the staff of KLZ-TV [Denver].

. . . The correct information is as follows: Gene Grubb, sales staff KOA Radio, Denver, named farm sales manager.

John Aldern
Radio Promotion Manager
KOA Denver



ME? A HOG CALLER? (HEAVEN FORBID!)

SAYS MR. T. V. McREACH

Of course not! T. V. McReach is a well-bred fellow, with a carefully modulated voice and exquisite manners. But old-timers hereabouts remember the old McReach family of North Texas.

His father, Old Man McReach, was the champion hog caller in the area. And from McReach, senior, young T. V. got a basic philosophy: "If you can be heard far enough, if you call convincingly, and if you offer something they want, you can count on them to come."

You do all three with WFAA-TV's Long Reach (274,000 watts). **And get this:** TV sets in this rich market have increased 33.8%* in the last twelve months.

"This is worth looking into," says T. V. McReach.

Get the details from your Petry man.

*Broadcasting-Telecasting December 6, 1954

Channel 8

WFAA-TV
DALLAS
NBC — ABC — DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

ABC packs new power in with FIVE

Straight down the line these five ABC-owned stations bought new G-E 50 KW transmitters. And, to assure utmost coverage in each location, they installed special batwing antennas designed by General Electric and ABC engineers. Soon, many extra millions of TV viewers will see the positive results of this network's equipment-expansion program.

Frank L. Marx, Engineering Vice President, was in charge of ABC's program to achieve increased power for all flagship stations.

For the latest advances in tubes, circuitry, and power, get the new G-E "50". It's ready for FCC-approved standard color signals. With a power-thrifty 5 KW driver, it streamlines operating costs beyond expectation.

Delivery of the new equipment from G.E. marks a highly-important step in ABC's consistent record of long-range power improvements begun early in 1953. The results to date? —Credit ABC with the following:

1. Better service to both audience and advertiser!
2. Widely-augmented coverage!

With a G-E "50" the same results are yours for the asking. Get the complete story about the newest in G.E.'s comprehensive transmitter product line. Write, wire or phone the local field sales representative now. *General Electric Company, Broadcast Equipment, Section X215-10, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

ALL flagship markets

G-E 50's

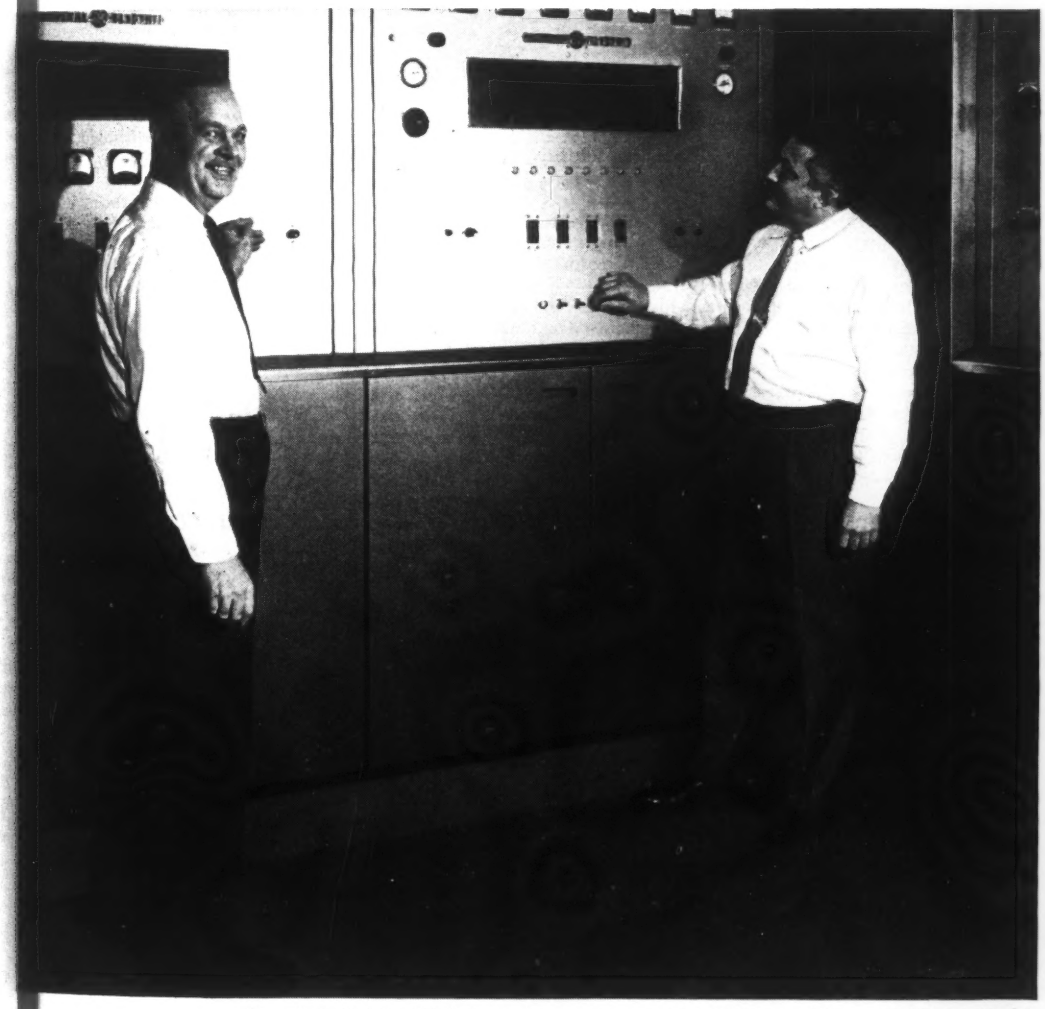
WABC-TV
New York

WXYZ-TV
Detroit

WBKB
Chicago

KGO-TV
San Francisco

KABC-TV
Los Angeles



Joseph L. Sielski (Right), station engineer at WABC-TV, and Henry J. Treger (Left), assistant, inspect units in the new installation.

COMPLETE TELEVISION EQUIPMENT
for VHF and UHF...for Black & White plus Color TV

★

TRANSMITTERS
powered from 100 watts to 100 KW

★

ANTENNAS
to fit every gain and pattern requirement—helical and batwing types

★

STUDIO EQUIPMENT
for complete audio and video facilities

★

PORTABLE EQUIPMENT
to handle all remote services

Progress Is Our Most Important Product

GENERAL ELECTRIC

Yessir, our megacycles and kilocycles are cutting a wide swath right thru the State of Georgia; not only from Atlanta to the Sea, but from Warm Springs to Augusta, and from Stone Mountain to the Suwannee River in Sunny Florida!

The foragin' and pillagin' is of the best, too, and our suggestion is that you come on down and fill your carpet bag.

The money doesn't grow on trees, but there's a lot of it socked away where the magnolias have given away to industry, defense plants and cattle, and our sly little kilocycles and megacycles know just how to slip and slide right to the cache of filthy lucre. Give them your message and they'll bring you home a profit.

All kidding aside, don't let this rich middle Georgia market get away from you. Get Katz to tell you how, in spite of the impact of our own TV operation, WMAZ Radio still maintains 20.6% Sets In Use between 6 pm and midnight. (Pulse, November 1954) Then get the TV Facts from Avery-Knodel.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to SIEGFRIED MICKELSON

WHEN did radio-tv journalism emerge as a key function of the broadcast network's present-day operation? One has only to thumb through the career of Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, to find the answer.

The search ends at the point when CBS last summer set a policy that emphasized its news and public affairs operation on the same level as other key CBS departments. Since last August, top-level supervision of CBS' global news and public affairs activities has been Mr. Mickelson's beat.

Mr. Mickelson, who now reports directly to Dr. Frank Stanton, CBS Inc. president, has supervisory authority over a weekly total of nearly 150 radio and tv presentations, including such diverse programs as straight news, discussions, religious, educational, documentary, sports, talks and special events.

In very broad outline, this means that in radio, news programming must follow the new patterns of the medium without yielding to any temptation to distort. Straight news presentation, he emphasizes, must be at once complete, objective, and interesting enough to hold on to the share of audience. Toward this end, he cites CBS Radio's expansion of five-minute radio news programming.

In tv, Mr. Mickelson believes not all the possibilities in straight news have been examined. Formerly, efforts have been concentrated on the form of presentation and on technical aspects; for example, the use of film at the expense of ideas.

The broadcast editorial, such as the one delivered last fall by Dr. Stanton, is here to stay but this right should be exercised by the broadcaster only when the corporate management feels strongly enough about an issue to comment. And, he warns, the editorial ought not to be delivered until first the subject has been researched to eliminate bias. At the same time, the opposing view must have equal time.

A tall, quiet man, modest as he is capable, Mr. Mickelson does not give the appearance of an executive who has lived with news deadlines nearly all of his working life.

The first deadline was met on May 24, 1913, at Clinton, Minn., where a son, Siegfried, was born to Mr. and Mrs. Olaf Mickelson. His father was a small-town merchant who moved to Sioux Falls, S. D., while "Sig" (he uses the abbreviated name) was still a toddler.

After public schooling in Sioux Falls, Sig Mickelson entered Augustana College where he studied history and showed an interest in current events. This led to study in journalism, then to the debating team. Competing in 1934 in a national debate, he lost by a narrow 5-to-4 judges' decision.

Armed with a bachelor of arts degree, Mr. Mickelson landed a reporter-editor's berth on the *Sioux Falls Argus Leader* and also handled radio newscasts at KSOO Sioux Falls.

After three years, he resumed his educational pursuits. He obtained a teaching position in journalism (1937-39) at the U. of Minnesota, squeezing in a masters degree in history. He later was an instructor in journalism at Louisiana State U., and an assistant journalism professor at Kansas U., and in the fall of 1941 at the U. of Minnesota.

His association with ivy towers ended in 1943 when he was called upon to aid in an expanding field of radio journalism, a task to which he has applied himself ever since. He joined WCCO Minneapolis, then a CBS-owned station, as news editor, and in six years successively became director of news and special events, and director of public affairs and production manager.

Under his tutelage, the news operation at WCCO was redesigned. The facelifting included addition of outside correspondents, local emphasis and scientific analysis of the audience.

This mark at WCCO was not lost at CBS headquarters, which in 1949 moved Mr. Mickelson to New York, appointing him director of public affairs. He became responsible for, among other things, *Hear It Now* and *Nation's Nightmare*, and organized the staff for *The People Act*.

Cameras and cables were becoming commonplace at CBS and a new era for news broadcasting was beginning. Subsequently, CBS-TV in July 1951 named Sig Mickelson as its director of news and public affairs. His staff grew from 18 to 200 people in the three years he was in charge.

Not long after he joined CBS-TV, Mr. Mickelson supervised a four-network telecast of the Japanese Treaty Conference in San Francisco which ushered in coast-to-coast television. In 1952, he was chairman of the tv network's committee that arranged for coverage of the Republican and Democratic national conventions in Chicago. He also helped in production of tv coverage of election returns, President Eisenhower's inauguration and CBS coverage of Queen Elizabeth's Coronation.

A former president of the National Assn. of Radio & Television News Directors, he also lists the Radio-Television Correspondents Assn., Sigma Delta Chi and the National Press Club among his memberships.

Mr. Mickelson and his wife, the former Maybelle Brown of Cairo, Ill., and their two children, a daughter, Ann, 7, and a son, Allan, 4, live in a colonial-type home in Greens Farms (Westport), Conn. Much of his recreation is taken up with gardening and fishing.

It's Navy tradition that a broom be secured to the mast of a victorious ship returning to port, indicating a clean sweep of all her opponents.

The September, 1954 Telepulse survey in the Wheeling-Steubenville market gives WTRF-TV a clean sweep in every category. Not only were the top 25 most popular programs on WTRF-TV, but 63.5% of the viewing audience between noon and midnight were tuned to WTRF-TV, Wheeling. This, Friends, is known as dominating a market, not just slightly but so predominantly that there can be no question that the only way to reach this billion dollar market is with WTRF-TV.

And here are the reasons for this overwhelming domination:

1. WTRF-TV's 316,000 watts on channel 7 delivers a clearer, sharper signal all hours of the day and night.

2. NBC programming, supplemented by ABC shows, topped off by WTRF-TV's own programs designed especially for the viewers in this market are obviously what most people want most of the time.

3. Constant promotion and untiring publicity keep reminding viewers of WTRF-TV, the BIG station in the Wheeling-Steubenville market.

If you are interested in selling this important market, call any Hollingbery office or Bob Ferguson, VP and general manager direct at Wheeling 1177.

WTRF-TV

WHEELING, W. VA.

CHANNEL 7 • 316,000 WATTS

NBC Primary • ABC Supplementary

Represented by Hollingbery

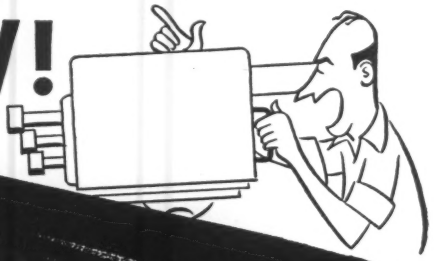
Robt. Ferguson • VP & Gen. Mgr.

Telephone WHeeling 1177

Now equipped for network color

FIRST
IN RADIO!

FIRST
IN TV!



KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

J. PAT COONEY

on all accounts

AS PRODUCER and one of the creators of *Play Marko*, video version of bingo syndicated by The Caples Co., Los Angeles [B•T, Nov. 15, 1954], J. Pat Cooney, radio-tv director of the advertising firm, strongly believes that a combination of video programming and merchandising, such as is found in *Play Marko*, is the most effective way to produce results for a client.

Born in Mendodo, Ill., on Oct. 14, 1920, Pat —as he likes to be called—was educated in the Cleveland public school system and later majored in chemistry at U. of Chicago. He left college after three years, enlisting in the U. S. Army Air Forces early in 1941. He was discharged in September, 1945.

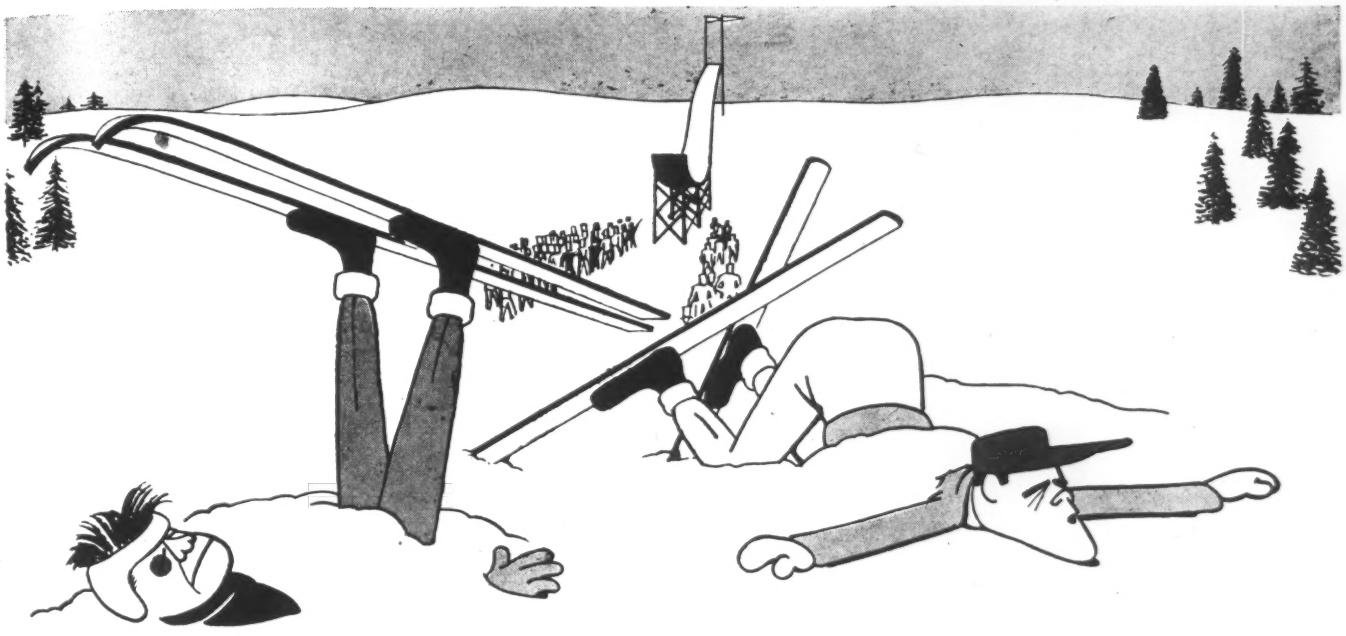
Pat Cooney then entered radio as an announcer-newscaster, working for WBEN Buffalo, WERE and WSRS Cleveland, WKBN Youngstown and KPRC Houston, among others. In 1951, he left the talent side of broadcasting to explore time sales as an account executive for KPHO-TV Phoenix. The following year, Mr. Cooney became Phoenix resident manager of Ley & Livingston Advertising, San Francisco (now merged into The Caples Co.), for whom he produced numerous radio and tv programs.

In 1953, he became part of the Southern California broadcasting picture, joining KHJ-TV Hollywood as an account executive. Eight months later he assumed his present duties with the Caples Co.

Pat Cooney is especially active in tv production these days, with the expansion of the syndicated *Play Marko* series into new markets and supervising programming for such Caples clients as Union Pacific railroad and Thorofed Dog Foods. "I don't think radio is dead," he explains, "but at present my interest is in television. It's interesting and creative work."

Expanding on *Play Marko*, which he created with Russell R. Rullman and John Cody (Caples Co. vice president and account executive, respectively), and first introduced to broadcasting on KTLA (TV) Hollywood, he observes the whole idea of the program was the creation of store traffic, in which it has been most successful.

Presently single, Mr. Cooney has a son from a previous marriage living in Cleveland. Considered a promising tennis player when younger, he still gives his opponents a rough time on the courts. But during the bullfighting season, he now journeys down to Tijuana to watch the matadors and toreros, and to shout, "Ole!" with a true Latin fervor.



It's No Draw...in Omaha

KMTV soars far out in front when it comes to popularity and coverage in the Omaha market.

This championship performance makes KMTV the favorite TV station in an area that includes 65 per cent of all the people in Nebraska.

Both of Nebraska's two major population areas—Omaha and Lincoln—are covered by KMTV's dominating signal.

And . . . an independent survey shows that KMTV has a 3-to-one leadership ratio as the *one* most-watched television station within a 100-mile radius of Omaha.*

To advertisers, this means KMTV offers a coverage area of nearly a million-and-a-half prosperous people . . . a market more populous even than such cities as Baltimore, Cleveland, or Washington, D. C. There are more people in the KMTV coverage area than there are in the entire State of Nebraska.

How is such broad coverage possible? The answers are these: (1) KMTV's strategic location, in more heavily populated eastern Nebraska, with Iowa right across the Missouri river, (2) KMTV's low channel 3 with maximum power, and (3) the flat Nebraska-Iowa terrain.

That's the coverage story. For KMTV's overall rating superiority, see your favorite audience survey. The latest ARB (Oct. 14-21) gives KMTV *all* of the top 10 weekly shows . . . and the area's favorite multi-weekly and locally-produced show. The latest Pulse (Sept. 7-13) gives KMTV 11 of the top 15 weekly shows.

To put this profitable combination of wide coverage and rating leadership to work for you, contact KMTV or your Petry man today.

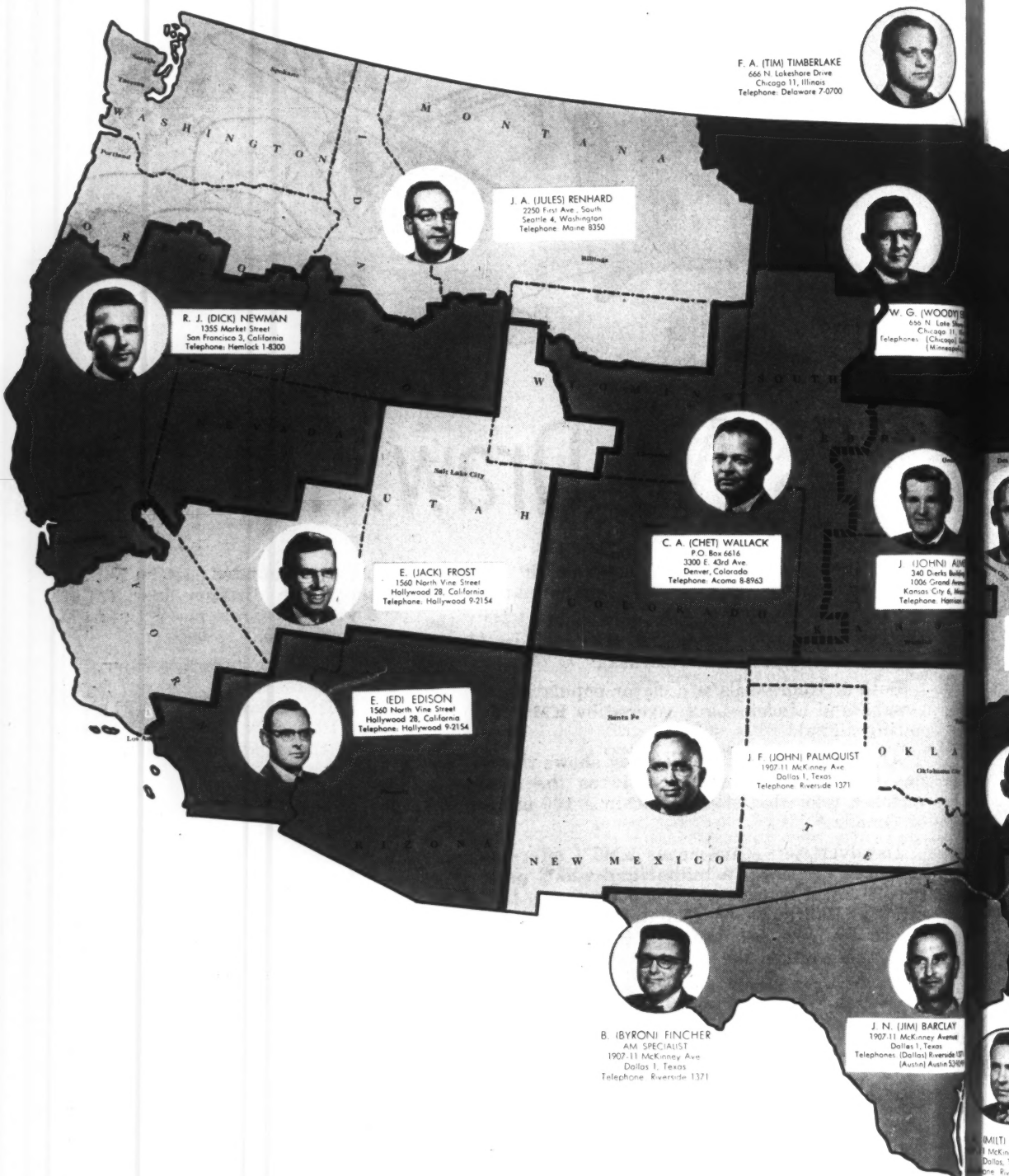
** Survey name and statistics upon request.*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

SEE YOUR NEAREST RCA BROADCAST R



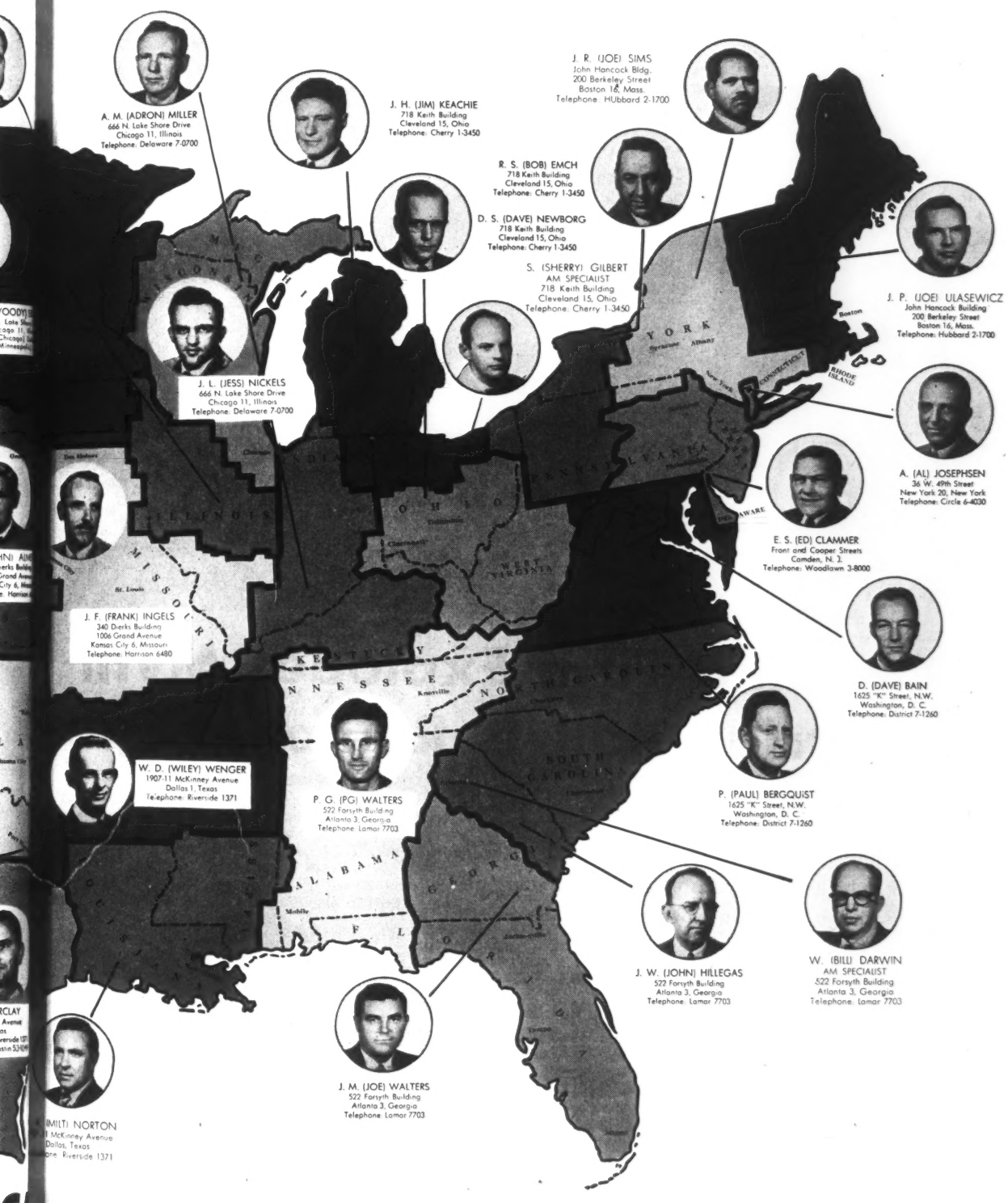
BROADCAST EQUIPMENT

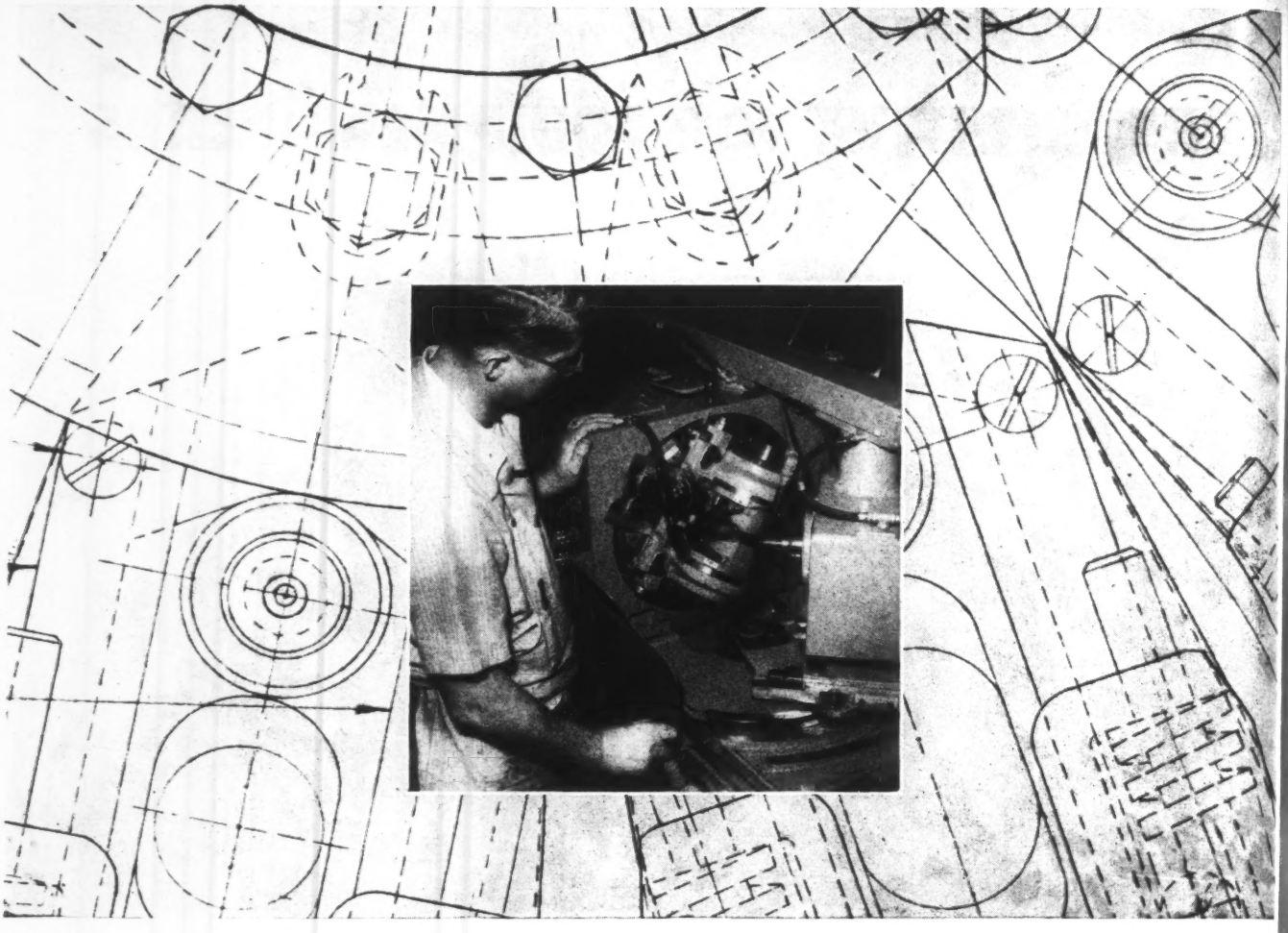
RADIO CORPORATION OF AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

REPRESENTATIVE FOR EQUIPMENT PLANS





North Carolina Firm Explodes Myth That Industrial Skill Is Regional

Take a new look if you still believe precision manufacturing is done only in the old established industrial centers. Example: Wright Machinery Company, a subsidiary of The Sperry Corporation. This Durham, N. C. firm is one of the nation's largest developers and manufacturers of automatic packaging machines. It helps North Carolina rate more firsts in recognized market surveys than any other Southern state.

Selling this big, buying State is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

50,000 watts
680 KC

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

R. H. MASON, General Manager . *GUS YOUNGSTEADT, Sales Manager*

FREE & PETERS
National Representative

BROADCASTING TELECASTING

January 10, 1955 Vol. 48, No. 2

POWER PLAYS TAKE SHAPE IN TELEVISION NETWORKING

- **NBC buys WKNB-TV New Britain, its first uhf**
- **CBS-TV affiliations go to Gene Autry, Storer**
- **DuMont begins adjusting to trimmed operations**

• FIRST UHF FOR NBC

Bulletin: *NBC late Friday bought WKNB-AM-TV New Britain, Conn., for $606,000, contingent upon FCC approval of the sale and the move of the tv transmitter to Mt. Higby near Middletown, Conn. The network plans to boost the ch. 30 station to a million watts.*

NBC last week was negotiating to buy ch. 30 WKNB-TV New Britain, Conn., which would become the network's first owned television station in the uhf band.

WKNB-TV is now the CBS-TV affiliate for the New Britain-Hartford area.

If NBC purchases the uhf outlet, new power plays between NBC-TV and CBS-TV will be inevitable.

Such a purchase would mean that NBC would have no further interest in the outcome of the contest for ch. 3 in Hartford between Hartford Telecasting Co. and Travelers Broadcasting Co., owner of WTIC Hartford. WTIC is one of NBC's oldest radio affiliates.

With NBC owning a uhf outlet in the Hartford area, the winner of the ch. 3 contest presumably would hope to affiliate with CBS. One of the principals and proposed general manager of Hartford Telecasting Co., WTIC's opposition in the case, is Harry C. Butcher, wartime naval aide to Gen. Dwight D. Eisenhower and pre-war Washington vice president of CBS.

The network position of ch. 8 WNHC-TV New Haven, the only other vhf assignment in Connecticut, would also be in question. WNHC-TV is now affiliated with both CBS-TV and NBC-TV. About 40% of its network programs are CBS-TV and 45% NBC-TV.

WNHC-TV, now operating at maximum power of 316 kw, has its transmitter some 26 air miles from Hartford and throws a strong signal into that population center.

Negotiations between NBC and Julian Gross, president and principal stockholder of WKNB-TV, have been in progress for several weeks. Points of difference were said to be still unresolved. One source close to the negotiations said that NBC was hoping to make an arrangement contingent upon FCC approval of a move of the WKNB transmitter site to Mt. Higby, a commanding elevation south of Hartford and some 23 air miles north of New Haven.

Such a contingency would not be unlike that which was attached to the purchase by CBS-TV of WSTV-TV Steubenville, Ohio, for $3 million. That deal will be closed only if the FCC approves the move of the ch. 9 station to the Pittsburgh area [B•T, Nov. 22, 1954].

For political reasons NBC probably will seek an early conclusion to the WKNB-TV negotiations, it was believed. The network hopes to have at least one uhf acquisition or application in the bag before forthcoming Senate committee investigations get underway.

As matters stand, two major investigations of communications, with emphasis on television networking, are set—one by the Senate Interstate & Foreign Commerce Committee and the other by the equally powerful Senate Judiciary Committee (see story, page 73). In both, it will be to the advantage of networks to show that they are extending helping hands to uhf, a service that already has been presented to the Senate as the poverty row of tv.

CBS-TV already has contracted for one uhf. Its purchase of ch. 19 WOKY-TV Milwaukee for a total investment of $835,000 [B•T, Nov. 22, 1954] awaits FCC approval.

Assuming NBC acquires WKNB-TV, it will have only one more uhf to go before filling its television portfolio of five v's and two u's. The network now owns the limit of five vhf's, WRCA-TV New York, WNBQ (TV) Chicago, WNBK (TV) Cleveland, WRC-TV Washington and KRCA-TV Los Angeles.

CBS owns WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles. Assuming its purchases of Steubenville's ch. 9 and Milwaukee's ch. 19 go through, CBS will be able to acquire one more v and another u. Selection of its second uhf station is expected to follow NBC's first uhf deal. Frank Stanton,

WDTV (TV) SALE APPROVED; SWITCH READIED TO KDKA-TV

RECORD sale of DuMont's ch. 2 WDTV (TV) Pittsburgh for $9.75 million to Westinghouse Broadcasting Co. was approved by FCC last week and steps were taken promptly for consummation of the ownership transfer today (Monday). FCC will be asked to change the call to KDKA-TV, representing the companion operation to Westinghouse's pioneer radio outlet, KDKA Pittsburgh.

The price for Pittsburgh's sole commercial vhf station is the highest yet paid for a single broadcast station, FCC noted. Chairman George C. McConnaughey did not vote while Comr. Robert T. Bartley issued a dissenting opinion sharply differing with the majority ruling taken by Comrs. Rosel H. Hyde, E. M. Webster, John C. Doerfer and Robert E. Lee. Comr. Frieda B. Hennock was not present.

MR. WITTING

MR. LUND

As stated at the time of the signing of the purchase agreement [B•T, Dec. 13, 6, 1954], Chris J. Witting, WBC president, said "WDTV will continue to carry programs from all four networks until such time as there are other vhf facilities in operation in Pittsburgh."

The application disclosed WDTV eventually would seek to become the city's primary NBC-TV affiliate. An agreement to that effect between Westinghouse and NBC was submitted with the application.

Aside from the newly acquired WDTV, Westinghouse also operates KDKA-AM-FM Pittsburgh, WBZ-AM-TV Boston, WPTZ (TV) and KYW Philadelphia, KPIX (TV) San Francisco, WBZA Springfield, Mass., KEX-AM-FM Portland, Ore., and WOWO Fort Wayne, Ind. Westinghouse is applicant for ch. 8 at Portland, where an FCC examiner has recommended a grant on that channel to a competitor, North Pacific Television Inc.

The transfer application also disclosed that Harold C. Lund, WDTV manager under DuMont ownership, would remain in that capacity under Westinghouse.

DuMont, aside from its network and manufacuring interests [B•T, Jan. 3], retains ownership of WABD (TV) New York and WTTG (TV) Washington.

Pitstburgh presently is also served by ch. 16 WENS (TV) and educational ch. 13 WQED (TV). Permits are outstanding for ch. 47 WTVQ (TV) and ch. 53 WKJF-TV. part:

In this transfer, I see a substantial diminution of competition. In the absence of a public hearing on such transfers, I am unable to conclude, in accordance with the statutory requirement, that this transfer will serve the public interest. I am unable to reach a determination here, in the absence of a factual record based upon the very factors set forth in the Commission's Rules on multiple ownership, necessary to determine whether there will be a concentration of control inconsistent with the public interest.

CBS president, reportedly has told Brig. Gen. David Sarnoff, RCA-NBC chairman, that CBS would not select its second uhf until NBC picked its first.

The CBS purchase of WSTV-TV is under protest. Last week ch. 16 WENS (TV) Pittsburgh petitioned FCC to (1) dismiss the CBS-WSTV-TV applications because they violate Commission rules or (2) set the applications for hearing to obtain more information on which to determine if the proposals are in the public interest.

WENS contends the proposal to switch WSTV-TV's site to Florence, Pa., near Pittsburgh, violates not only the spirit and language of the Commission's allocation rules as established by the Sixth Report, but also Sec. 307(b) of the Communications Act calling for equitable distribution of facilities. The petition noted that before the Sixth Report was issued WSTV argued that ch. 9 should be given the Wheeling-Steubenville area rather than Pittsburgh.

Protests of the CBS purchase and proposed WSTV-TV move were filed with FCC earlier by WWSW and WJAS Pittsburgh and ch. 35 WTRI (TV) Albany, N. Y. [B•T, Dec. 27, 20, 13, 1954]. WWSW and WJAS Pittsburgh are contending for ch. 11.

WTRI was successful in obtaining an order for hearing Jan. 24 on the $298,000 sale of WROW-AM-TV Albany (ch. 41) to a group headed by CBS commentator Lowell Thomas [B•T, Jan. 3]. CBS has announced affiliation with WROW-TV.

The only television operator with a full quota of stations is Storer Broadcasting Co. which owns vhf's WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham and WXEL (TV) Cleveland and uhf's WGBS-TV Miami and KPTV (TV) Portland, Ore. The ch. 8 WXEL Cleveland last week picked up a CBS-TV affiliation (see below).

• CBS-TV BIG SWITCHES

Plans to switch its affiliations in two cities—Cleveland and Phoenix—were announced last week by CBS-TV, which meanwhile reported three other station signings including the 12th contract for affiliation under its "Extended Market Plan" (EMP) for small-market outlets.

In Phoenix, cowboy singer Gene Autry's KOOL-TV (ch. 10) will become a CBS-TV primary affiliate June 16, replacing Meredith Publishing Co.'s KPHO-TV (ch. 5).

In Cleveland, Storer Broadcasting Co.'s WXEL (TV), on ch. 8, will become a CBS-TV primary March 1 [B•T, Dec. 6, 1954]. It will replace WEWS (TV), on ch. 5, as the network's outlet there.

KOOL-TV has been affiliated with ABC-TV, and WXEL with ABC-TV and DuMont. WXEL, acquired by Storer from Empire Coil Co., is under the general managership of Franklin Snyder. KOOL-TV, owned by Maricopa Broadcasters, of which Mr. Autry is principal stockholder, is under the general managership of Charles Garland, who also is a minority stockholder.

KBST-TV Big Spring, Tex. (ch. 4), was reported to have signed under EMP, designed to extend network television service to small-market stations at prices which the network thinks advertisers will find attractive [B•T, Nov. 29, 1954]. The station is owned by Big Spring Broadcasting Co., with Howard Barrett as general manager.

It also was announced that WTWO (TV) Bangor, Me., had joined CBS-TV as a limited alternate affiliate. The station, on ch. 2, is owned and operated by Murray Carpenter & Assoc., with Mr. Carpenter as president and general manager.

AFFILIATION agreement, effective Feb. 1, between WROW-TV Albany and CBS-TV is approved by (l to r) Tom S. Murphy, WROW-TV general manager; Herbert V. Akerberg, CBS-TV vice president in charge of station relations, and Frank M. Smith, WROW-TV president. The ch. 41 station is owned by, among others, Lowell Thomas, CBS newscaster, and two New York congressmen. The uhf station in New York's capital city is represented nationally by the Bolling Co., New York.

CBS-TV also announced that CJBR-TV Rimouski, Que., ch. 3 outlet, had joined as a secondary non-interconnected affiliate, effective last Nov. 21. The station is independently owned but represented by the Canadian Broadcasting Corp.

• DUMONT TRIMS OPERATIONS

Meanwhile the DuMont Tv Network last week was reported adjusting, with no major hitches, to its new retrenchment regime [B•T, Jan. 3].

All of the approximately 25 stations being taken off "fulltime" AT&T network service had been notified, authorities said, and the reduced live relay program went into effect the day after DuMont's season of professional football and Shrine Bowl telecasts was completed Jan. 1.

The cutback in personnel, whose extent was not officially revealed but was said in some estimates to involve as many as 75 employes, was believed to have been completed. A rather extensive realignment of programs was announced, but largely affecting WABD (TV), owned station in New York, rather than the network operation generally.

Although they declined to identify the affiliates taken off eight-hours-a-day network service—numbering about half of the 50 which had been getting service of that type—DuMont authorities disclosed that the cutoff applied to all stations which were getting less than 35 hours a month, and confirmed that, generally, this meant the end of fulltime live service to affiliates west of Chicago.

Instead of service of the AT&T contract type, which must be paid for on an eight-hour-day, seven-day-week basis whether the relays are in use all that time or not, DuMont will order live network service to these stations only in the case of sponsored programs and on the "occasional use" basis, which requires payment to AT&T only for hours used. (DuMont has been networking about 21 hours of programs per week.)

There was no affirmative word regarding the new "technological developments" that Allen B. DuMont Labs' Dr. Allen B. DuMont and DuMont Network's Managing Director Ted Bergmann had said, in their announcement of retrenchment plans, are in the offing to help achieve more efficient but less costly telecasting.

Dr. DuMont, however, issued a statement in which he said B•T's account of DuMont development of a combined live-film system, obtained from competent sources, "is not a correct or authorized statement of our plans or decision." Text of his statement:

"The purported disclosure of DuMont Network plans 'in an informal comment by a DuMont executive' with a representative of the magazine BROADCASTING • TELECASTING, as reported in that magazine's issue of Jan. 3, 1955, is not a correct or authorized statement of our plans or decisions.

"As I stated in an announcement issued jointly with Ted Bergmann last week, it is true that 'we are near the end of our search for a technological improvement that will aid substantially' in achieving the objective of more efficient telecasting at lower cost. When we reach the end of our search and make the decisions necessary to inauguration of such a service, Mr. Bergmann and I shall make the announcement ourselves. Until that time, no one is authorized to speak for DuMont on the subject."

As the network moved into 1955, several program revisions were instituted in programming. Also announced were changes for WABD, DuMont's key outlet in New York.

Chief program changes announced for the network included: *Down You Go* moves from Wednesday 10-10:30 p.m. EST to Friday 10:30-11 p.m., effective last Friday; *Johns Hopkins Science Review* gives up its Sunday 1-1:30 p.m. time to *Between the Lines* and moves into the Sunday 3-3:30 p.m. period, effective Jan. 16; and *One Minute Please* moves from Friday at 9:30-10 p.m. to Thursday at the same time.

Officials said *Chicago Symphony*, about whose continuance there had been speculation, will continue in the Wednesday 8-9 p.m. period.

Among WABD program changes is the launching of a series of half-hour film dramas—12 telecasts per week—in early-afternoon and late-evening periods, starting today (Monday). This series will be presented Monday through Friday at 1-1:30 p.m. and 11:15-11:45 p.m., and on Sundays at 1:30-2 p.m. and 11:30-12 midnight.

De-Intermixture Plea

RENEWING their plea for de-intermixture of commercial vhf and uhf channels at Hartford, Conn., four area uhf stations jointly petitioned FCC last week to reconsider its refusal to act on their earlier pleading for the same relief [B•T, Dec. 13, 1954]. The stations, comprising ch. 30 WKNB-TV New Britain, Conn. (which may be bought by NBC), ch. 18 WGTH-TV Hartford and ch. 61 WWLP (TV) and ch. 55 WHYN-TV Springfield, Mass., asked the Commission to switch Hartford's educational reservation from ch. 24 to ch. 3. The vhf facility is in contest between WTIC Hartford and Hartford Telecasting Co. The joint petitions charged FCC's previous ruling failed to cite grounds for its conclusions and to consider all facts and allegations presented, thereby violating the Administrative Procedures Act.

RADIO-TV SPOT ADVERTISING BENEFITS ACCLAIMED BY NEW YORK TIMEBUYERS

Flexibility and coverage are principal features of spot advertising in both radio and tv, according to speakers at the luncheon seminar of the Radio & Television Executives Society. Vitality of radio listening is cited in findings of current research.

SPOT ADVERTISING—radio and tv—was put on the "spot" at Tuesday's luncheon session of the Radio & Television Executives Society's timebuying and selling seminar at New York's Toots Shor's restaurant.

Speakers were Kevin Sweeney, president of Radio Advertising Bureau, and C. E. (Ned) Midgley Jr., supervisor of the media department at the Ted Bates & Co. advertising agency.

Mr. Midgley noted the similarity of tv spot to radio spot, particularly in flexibility, concentration of markets and as an advertising tool for national, supplemental, regional and local campaigns. He stressed the development of ID's in television and commented that the time intervals between network programs now have become "logjams" for the timebuyer—"It's like Times Square in the rush hour."

He said that in spot tv, again as in radio spot, the advertiser can reach more than 60% of the nation's population by placing schedules in 162 markets, although it is not always necessary to buy time on stations in all the markets.

While tv spot coverage often is undersold because of the wide area tv signals actually reach, Mr. Midgley said, it must be remembered that the timebuyer's decision on whether to use radio or tv "depends on the job that has to be done." Often, he said, the agency will find "the correct answer is the combination of both" media.

Referring to radio's coverage, he said he wanted to take notice of "the amazing vitality of continued radio listening" which he noted has been pointed up in detail by recent research.

For the timebuyer who uses spot, Mr. Midgley outlined some suggestions: study the market and the concentration of population; keep posted on stations—which are available in which markets and the job each station is doing (he suggested following through trade publications such station activity as promotion); interpret station ratings, and after gathering facts, "decide and be positive about it."

Similarly for the seller of spot, he suggested: make advance appointments with timebuyers and have at least one important fact to present; make the point and be brief, recognizing that there is pressure on the timebuyer; if a station representative, expose the station manager to as many agency and advertiser people you deal with as is possible (and if lunching, remember the 2 p.m. "curfew"), and be prompt in relaying confirmations along with exact time and rate.

Mr. Sweeney stressed radio's ability to deliver for the advertiser who wants "selective marketing." Radio spot can do the job better than other media, he declared.

Increasing competition by retail advertisers was one of "three significant trends developing for national spot advertisers in radio," Mr. Sweeney said.

"When a single large retailer comes in and takes 18,000 announcements annually out of those available in a market and his competitors gobble up another 10,000 annually, the competition for good times is sharpened for all national advertisers. And this is what is happening in many metropolitan markets," he said.

Other trends are "saturation announcement technique becoming standard practice" and "acceptance of the important 'plus' local personalities can give in local markets to national advertising."

Mr. Sweeney said a shift from the five-times weekly 52-week buying pattern of the 1940s to the "40, 100 or even 800 announcements per week pattern for relatively short periods" has emerged as an important trend in buying announcements.

Among advantages for spot radio compared to other selective media, Mr. Sweeney listed: ability to cover other than just the city market; selectivity that enables the advertiser to pick the right group within cities to which he wishes to advertise; flexibility permitting the advertiser to deliver more messages in one market as against another without expensive, mechanical adjustments; true localizing of an advertising message, and freedom of choice of stations within the large cities.

Sheaffer Readying New Buy

NEGOTIATIONS were nearing completion last week for purchase by Sheaffer Pen Co., Fort Madison, Iowa, of *Who Said That?* on ABC-TV starting Feb. 2 on an alternate week basis. Russel M. Seeds Co., Chicago, handles the Sheaffer account. Sheaffer would buy the panel show for its Fineline fountain pens and pencils (Wed., 9:30-10 p.m. EST) on about 80 stations.

Seeds reportedly was surveying its other clients in the hope of coming up with a second alternate week sponsor for the revived series, which recently moved to ABC-TV. Sheaffer was expected to continue part sponsorship of the CBS-TV *The Jackie Gleason Show* through the season.

GF Wants 'Greatest Show'

GENERAL FOODS CORP., New York, last week was negotiating with John North, head of Ringling Bros.-Barnum & Bailey circus, for presentation of a telecast of the circus, probably in color, sometime in March in the NBC-TV Tuesday night period normally occupied by Bob Hope and Martha Raye. If negotiations are completed, the circus show would be sponsored by the company's cereal division. Most shows are underwritten by the associated products division of the firm. Benton & Bowles, New York, represents the cereal division of General Foods in the negotiations.

Gleason Signs Dorseys For Saturday Tv Show

A CONTRACT has reportedly been signed by Jackie Gleason with CBS-TV under terms of which the comedian's production firm, Jackie Gleason Enterprises Inc., will supply a Saturday night program starring Tommy and Jimmy Dorsey and the June Taylor Dancers. Costing $1,560,000 for the 1955-56 season, the program would be telecast from 8-8:30 p.m. in the half-hour preceding the comedian's new CBS-TV show *The Honeymooners,* scheduled to start next fall under a recently-signed $7.5 million contract with Buick Motors Div. of General Motors [B•T, Dec. 27, 1954].

The new contract, reportedly signed in Hollywood last Tuesday, is said to give the network Mr. Gleason's exclusive services at $100,000 per year, whether he works or not, for 15 years between 1957 and 1972. His production firm will also supply a replacement show this summer for a fee of $350,000 and receive an additional $1,560,000 if the Dorsey Bros. program is renewed for a second year.

Also rumored as up for sale by CBS is a half-hour radio version of *The Honeymooners.*

WRCA NEW YORK is carrying *Music Through the Night,* all-night symphonic music program, for Riggio Tobacco Co. (Regent cigarettes) Tuesday through Saturday from 12:30 a.m. to 6 a.m. Discussing the contract are (l to r): Ernest de la Ossa, WRCA station manager; L. H. Hartman, L. H. Hartman Inc. (agency) president; Arthur B. Modell, Hartman vice president and account executive, and Richard Arbuckle, NBC Spot Sales account executive.

MODERN MANAGEMENT FOR MODERN ADMEN

K&E'S PRESIDENT BILL LEWIS MAKES A BID FOR EFFICIENCY

ADVERTISING AGENCIES, to prosper today, must apply to their own operations the same modern management techniques employed by their clients, William B. Lewis, president of Kenyon & Eckhardt, declared in an address delivered Tuesday to the Poor Richard Club of Philadelphia. His remarks are excerpted below. The importance of internal communications to agencies, already expert in external communications, is stressed by Mr. Lewis, whose own brilliant career in advertising began in broadcasting, as program vice president of CBS.

I PREDICT that in the years immediately ahead more and more managers will devote more and more time to the application of modern management techniques to the operation of their advertising agencies, and that this application will lead in turn to better advertising agencies and to far better and more effective advertising, or mass communication, than we have seen or heard before.

There are signs on all sides that many agencies are adopting —if only by a process of osmosis—some of the successful management principles developed by America's more progressive industries, especially in the all-important area of internal communications.

I would like now to explore some of the areas where modern management techniques can serve advertising agencies profitably. If I use for illustrative purposes some examples of Kenyon & Eckhardt operations, please forgive me on the grounds that I have no other recent experience.

First comes the question of objective. What kind of an agency are you trying to build? Do you want a good, well-staffed local agency, or a medium-sized, well-run national agency, or do you want the biggest agency in the world? Do you want your agency to service a diversified list of clients, or do you want it to specialize in certain product classifications?

There is plenty of room for all of these kinds of agencies and plenty of good clients who prefer each kind. But if you are going to staff and operate your agency at maximum efficiency you had better set your objective clearly in one direction and stick to it until fate or circumstances or growth dictate that you change it.

At Kenyon & Eckhardt we set a definite course some years ago, have never varied from it, and see no reason why we should change it for years to come. We want a national agency with a diversified list of clients, small enough in number so that each account can have the constant attention of the agency's principal people, but large enough in billings so that we can afford to render certain services in which we strongly believe. Among these are:

1. The most creative commercials and print advertisements we can possibly produce.

2. Original research, especially into motivation, which will help us to improve mass communication on behalf of our clients.

3. Intelligent, well-integrated marketing, merchandising and promotion services to round out our advertising programs and to keep pace with the forward-looking marketing patterns being adopted by many of our clients.

4. A network of well staffed offices across the nation to enable us to adapt to regional and local needs the advertising of our national advertisers.

Next, let's consider the question of staff. An advertising agency has one commodity (and one commodity only) to sell to a client —the services of people: people with ideas, people with creative talent, people with vision and the ability to plan, people trained and experienced in every phase of the complex marketing strategies required today by nearly every purveyor of products or services, and people with the courage of their convictions.

How do you find such people? How do you know them when you do find them? Fortunately in this area there are useful tools available today, if agencies will only use them wisely. In the hands of competent and qualified management counsellors, mental ability tests and personality tests, including interest inventories, can go far towards eliminating the hazard of the square peg in the round hole.

I have heard it said that such tests are helpful in some areas but not in evaluating creative people. To me this is arrant nonsense, for these tests have helped us immeasurably—and we seek nothing *but* creative people. In the modern agency everyone had better be creative.

In addition to outside testing, it is well to have a personnel department of your own to probe deeply into the background, personality and working habits of the man you would hire (or, failing a personnel department, to do it yourself). . . .

A great agency is not built, however, by putting together under one roof a group of individuals with diversified skills and letting nature take its course: The individual may be good but what incentive is he given to give his utmost in return? He may be willing but what tools and resources is he given to help him improve his work? He may possess great specialized skill but how can he be persuaded to work in concert with other specialists to produce overall advertising programs of maximum effectiveness? And to produce them with maximum efficiency?

THE ADMAN'S FOUR WANTS

It seems to me that today an inspired and experienced advertising man—be he writer, art director, radio or television producer, merchandising man, researcher, media buyer or planner, contact man or executive—wants these four things above all else: money, security, prestige, and a happy working climate (and not necessarily in that order). . . .

In the matter of incentive, you already pay high salaries (or you can easily persuade yourself that you do). But a high salary today, with the current income tax structure, means little except as a benchmark of prestige.

In addition to salary you have probably adopted some other form of incentive plan (or should)—bonuses, profit-sharing, retirement income. Then, there is the package of standard benefits you can provide—group insurance, hospitalization and the like.

Years ago one of our founders, Otis Kenyon (a very knowing man), decided that the one best incentive a good man can have is the incentive of working for himself. Consequently, at great expenditure of planning time and effort, he put together a unique installment buying plan to enable key employes to buy stock in the agency with no great hardship to themselves and in spite of the virtual impossibility of saving up any substantial amounts of tax-free money for the purpose. Furthermore, Otis Kenyon found his handful of co-owners equally willing to relinquish the majority of ownership they enjoyed in a very profitable business. . . .

They were bright enough to know (and they were pioneers in this knowledge) that if the business were to expand and make even greater profits there would have to be many other members of the firm working as hard as they were—and for the same reason. As it turned out, their perception paid off . . . The people we want with us for years to come are persuaded, urged and cajoled to buy stock more avidly than any stock broker ever sought the investment of a widow's estate.

The result is that the agency is owned by just under 100 people—approximately 15% of the people employed in it . . .

Now we come to a discussion of two serious problems that beset the large and the growing agency—maintenance of high work quality and efficient procedures for getting the work out promptly and—if possible—right the first time.

Who is going to indoctrinate new people in the agency's method of operating? The standards it seeks to maintain? Somebody had better, or boundless and costly confusion will result all through the ranks. Bear in mind that such indoctrination is not an easy chore; it is not a matter of a couple of hours of casual conversation. The saw about teaching the old dog new tricks certainly applies here.

ROAD MAP TO HIGH STANDARDS

One of the tools we have developed is the K&E Book of Standards . . . [It] establishes a high goal for K&E workers. It develops a basic philosophy that advertising should be based on the reactions of the people who are exposed to it, rather than on the opinions of those who prepare or sponsor it. It breaks with many old advertising concepts; it points out many pitfalls to be avoided. It does not advocate any inflexible patterns, but encourages fresh ideas and creative thought. It is a basic guide to good roads to follow and bad roads to by-pass.

Each creative worker at K&E (and as I have said before that classification includes nearly all of us) must be exposed to the Book of Standards at least four times a year. There are three reasons for this frequency:

1. *The old dog problem I mentioned earlier.* One of the hardest things in the world is to penetrate in a man's mind the shell of old and established concepts. You simply cannot teach new concepts in one session.

2. *The tendency to forget.* Unless you keep reiterating new standards you are trying to live up to, people have a tendency to backslide into old habits.

3. *New information of value.* The Book of Standards is constantly revised and up-dated as new information becomes available either through research or experience.

Another new tool we have developed is the Book of Procedures, which outlines the basic Kenyon & Eckhardt organization, the principles that guide the various K&E operating units and the procedures to be followed if K&E clients are to be served with the maximum effectiveness of which the agency is capable . . .

The philosophy of operation adopted by K&E is clearly stated in the introduction to the Book of Procedures, which new employes must read and study almost before they get their coats off:

"To operate successfully in Kenyon & Eckhardt you must understand clearly and at once that you are now a part of a group operation. Individual operations—no matter how brilliant—do not fit the K&E concept. We believe that clients profit from our full resources only when—

"1. The skills and experience of *all* the agency's key people are made available to the client (not just the people assigned to the account).

"2. The client receives *integrated* programs of marketing and advertising wherein all facts complement one another, and work not in several unrelated directions but toward one desired and common goal.

"Group effectiveness cannot be achieved by isolated account management groups operating as agencies within agencies, nor by one-man dictatorial operations (no matter how strong and capable the man), nor by strong individual departments dictating their own account strategies without relation to the work of other departments. It can be achieved by careful organization, by efficient operating procedures, by group meetings and other practical forms of inter-office communications. . . ."

Like the Book of Standards, the Book of Procedures is not a static book. Changes are made in it whenever new and more efficient operating procedures come to light. We have developed methods to communicate these changes clearly and positively to our people, and all changes made in any given year are reviewed at the annual meeting.

MODERN METHODS OF COMMUNICATION

There are many other modern methods of communication that can contribute to the successful operation of an advertising agency. The common Conference or Call Report is worth a great deal more study than many agencies apparently give it, to be sure that all instructions are clearly given and that precise shades of clients' reactions are communicated to the workers who need to know them. Internal publications, prepared and edited for employes at various levels, are important to keep your people well informed of developments that will help them do better work and feel themselves an integral and important part of the agency. And as in any group operation, the Meeting is of transcendant importance.

In closing, I want to emphasize three points:

1. I do not consider the step I advocate—the application of modern management methods to advertising agency operation—to be an easy one. Even in this lengthy talk I have been able only to touch upon several of many areas where such methods might be applied. Each area might well be the subject of a prolonged seminar. What I have touched upon in 30 minutes might require weeks to study, months to plan, and years to put fully into operation.

2. Although of necessity I have used examples of K&E operations to illustrate my points, I do not want to leave the impression that I believe K&E to be the *only* agency in the country using modern management methods. My own one-man survey convinces me that quite a few forward-looking agencies have adopted or are installing such methods in varying degrees, and that many more will tend in this direction in the year ahead.

3. Finally, I do not want to leave the false impression that the instigation of these methods has solved all of our problems at K&E, and that the agency now runs benignly and smoothly along well-oiled tracks without roadblock, hindrance or an occasional derailment. That will be the day! We are still working with people (and creative people, at that) with all their temperamental pecadillos and their emotional involvements. We will never make a perfect score at fitting them all into ideal behavior patterns, but the *degree* of success we attain may have a real bearing on the future progress of the agency.

I will say this, however: I believe that our somewhat unusual recent success has come to us because clients and prospects are impressed with the fact that we are *trying* with every modern tool we can command to make the agency a business. I believe it will profit the reputation of advertising enormously if many more agencies will follow suit.

NEW SPOT RADIO REPORT PLANNED

Rorabaugh and Boerst set up service to cover activity in individual markets.

A NEW SERVICE measuring national and regional spot radio advertising is being announced today (Monday) by N. Charles (Duke) Rorabaugh, publisher of *Rorabaugh Report on Spot Television Advertising,* and James M. Boerst, owner of Executives Radio-Tv Service [CLOSED CIRCUIT, Jan. 3].

To be issued quarterly, starting in April and covering the first quarter of 1955, the publication, *Spot Radio Register,* will be based on the reporting cooperation of approximately 400 stations in all major, secondary and tertiary markets, according to present plans.

In format the *Spot Radio Register* also will follow closely the pattern of the Rorabaugh Tv Report. Messrs. Rorabaugh and Boerst said it "will list complete spot radio activity based on information gathered directly from radio stations and station representatives and will list activity by market, by station, by advertiser and by brand. The listing will show the type, weekly frequency and time of broadcasts for each brand schedule."

In addition, the announcement said, dollar expenditure figures will be made available to individual clients.

Plans for such a service were hailed by both T. F. Flanagan, managing director of the Station Representatives Assn., and Kevin Sweeney, president of the Radio Advertising Bureau.

Mr. Flanagan urged the support of the stations and of the trade associations "for the very good reason that it will help develop more spot radio business."

He pointed out that "such complete figures are door-openers to salesmen working on the task of selling national spot advertising.

"Agency account executives hesitate to recommend national spot to clients unless they can quote up-to-date records of such expenditures by the clients' competitors. And when such figures are available, competitors try to match or out-do in the same medium."

Mr. Sweeney termed the Rorabaugh-Boerst move "encouraging," pointing out that "Radio Advertising Bureau is in favor of any undertaking that will provide authentic data on national spot radio."

Spot Radio Index will be sold to subscribers for $30 per quarterly issue, but stations which cooperate with the service by reporting spot advertising schedules may subscribe for half price. Among stations, only those which cooperate will be eligible to subscribe, but stations are not required to subscribe in order to cooperate.

Messrs. Rorabaugh and Boerst noted that despite their collaboration, there will be no merger of their respective firms and that they will continue to issue their existing publications independently.

Mr. Rorabaugh will direct sales and promotion activities for *Spot Radio Register* and Mr. Boerst will supervise research and production activities. Headquarters will be at Larchmont, N. Y.

Grey Elects Block, Rand

DAVID L. RAND and Leroy B. Block, account supervisors, Grey Adv., N. Y., were elected vice presidents of the agency at the final 1954 meeting of the board of directors. Mr. Rand has been with the firm for five years and Mr. Block for eight.

WINNERS in the BBDO *Norman Sper and His Football Forecasts* merchandising contests leave for the Rose Bowl game of Jan. 1. Greg Van Camp (l) and Albert Jones, WTRF-TV Wheeling, W. Va., promotion director and merchandising manager, respectively. The executives were first place winners and the trip was their prize.

Two Seattle Agencies Merge With Miller as President

SEATTLE advertising agencies Miller & Co. and the Wallace Mackay Co. have merged effective Jan. 1, and now are known as Miller, Mackay, Hoeck & Hartung, the new firm has announced.

The merging agencies will continue in operation at their present locations until Feb. 1 when they will move to quarters at 510 Virginia St.

Officers of the new company are: James R. Miller, president; Wallace Mackay, executive vice president; Gerald Hoeck, vice president and radio-tv director, and Marlowe Hartung, vice president and art director. Houston Levers and Phil Reilly are senior account executives; Robert Wesson is media director; Burrell Brumbaugh is production manager, and Rose Frazier is office manager.

Accounts serviced by the agency include Sicks' Seattle Brewing & Malting Co., the Buchan Bakery, Bardahl Mfg. Co., West Coast Airlines, the Seattle City Light Co., and the American Mail Line, the agency has reported.

ARF Report Discussion

THE Advertising Research Foundation's report on ratings standards [B•T, Dec. 27, 1954] will be discussed at the Jan. 25 luncheon session of the Radio & Television Executives Society's timebuying and selling seminar, it was announced last week. Speakers scheduled are G. Maxwell Ule, vice president and director of research, Kenyon & Eckhardt, who was chairman of the subcommittee which developed the ARF study, and D. H. Denenholz, manager of research-promotion for The Katz Agency, station representatives. The luncheon begins at 12:15 p.m. at the Toots Shor restaurant in New York.

FAMILY TV SETS GAIN 3%—MRCA

Three-month study among various family groups released by Market Research Corp. of America.

AN INCREASE of 3% in family ownership of tv sets in the U. S. over a three-month period (July-October, 1954), was reported last week by Market Research Corp. of America.

Ownership in October stood at 61% compared to 58% in July, MRCA said. The firm said that in 28 geographic and family-characteristic breakdowns, tv set ownership growth was fairly uniform with increases ranging from one to five points.

The rate of increase, however, tended to slow down in family groups where ownership already was high. Samuel G. Barton, president of the firm, pointed out that all three of the one-point gains occurred in the breakdowns where July ownership was 10 or more points above the national figures. MRCA figures are from the National Consumer Panel which is a cross section of all U. S. families. Included are 5,800 families and more than 19,000 persons who report purchases regularly to MRCA.

Tables follow:

Percent of Families Owning One or More Tv Sets

	July 1954	October 1954
UNITED STATES	58%	61%
Regions:		
Northeast	77	78
South	37	42
North Central	61	64
Mountain & Southwest	40	42
Pacific	56	61
City Size:		
Farm	28	31
Under 2,500	41	44
2,500 to 50,000	39	42
50,00 to 500,000	64	67
500,000 & over	81	83
Total Family Income:		
Upper Fourth	70	71
Next Fourth	63	68
Next Fourth	59	62
Lowest Fourth	41	44
Education of Family Head:		
Grade School	51	53
High School	65	68
College	61	66
Size of Families:		
1 & 2 Members	48	51
3 members	65	68
4 & 5 Members	69	71
6 Members & Over	55	57
Age of Housewife:		
Under 35 Years	65	68
35 thru 44 Years	68	69
45 Years & Over	49	52
Presence of Children:		
5 Years & Under	65	68
6-12 Years	65	68
13-20 Years	58	61
No Children	50	53

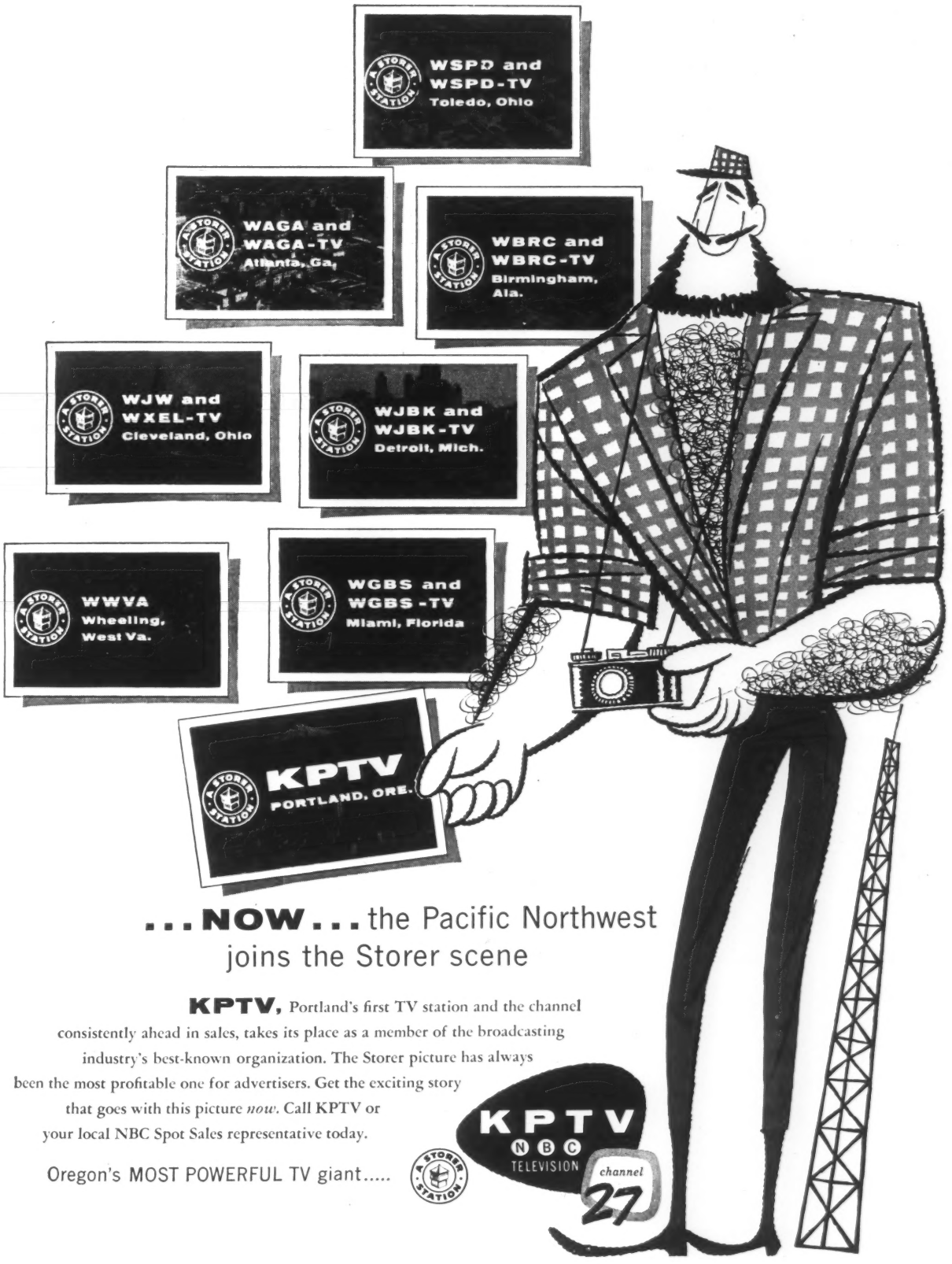
RETMA Issues Set Totals for 11 Mos.

OUTPUT of radio sets passed the million mark in November for the first time in 1954, and promised to reach the 10-million point for the year, with tv production setting a new high record for November, according to Radio-Electronics-Tv Mfrs. Assn.

Radio production totaled 1,098,725 units compared to 997,788 in October and 1,065,78[illegible] in November, 1953. Eleven-month production of radios this year, 9,138,955 sets, was below the 12,267,441 total in the same 1953 period.

The 6,513,392 tv sets produced in 11 months of 1954 compared to 6,766,040 in the same 1953 period. November's tv output was 85[illegible] 501 sets, compared to 921,476 in October and 561,237 in November, 1953.

Of the November tv sets, 168,563 or about 20% were equipped with uhf tuning. Of the



...NOW... the Pacific Northwest joins the Storer scene

KPTV, Portland's first TV station and the channel consistently ahead in sales, takes its place as a member of the broadcasting industry's best-known organization. The Storer picture has always been the most profitable one for advertisers. Get the exciting story that goes with this picture *now*. Call KPTV or your local NBC Spot Sales representative today.

Oregon's MOST POWERFUL TV giant.....

KPTV NBC TELEVISION channel 27

radio production, 17,364 sets had fm tuning and 1,414 tv sets had tuners for the fm band.

Following is radio and tv set production for the first 11 months of 1954:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks)	544,142	226,350	141,904
July	306,985	150,002	39,447
August	633,387	280,607	74,713
September (5 wks)	947,796	352,499	76,271
October	921,476	343,269	97,331
November	858,501	327,973	93,716
	6,513,392	2,767,621	1,224,517

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June	336,733	132,668	837,655
July	191,512	57,100	438,061
August	275,008	155,171	785,499
September	296,327	207,226	932,323
October	336,683	220,505	997,788
November	404,453	272,583	1,098,725
	3,584,876	1,561,941	9,138,955

Ballantine Names Doolittle To Head Homemaking Service

P. BALLANTINE & SONS, Newark brewery, has started a homemaking service, according to President Carl W. Badenhausen, with Betty Doolittle, formerly NARTB assistant tv code director, as service director.

MISS DOOLITTLE

"The Ballantine service is a development in line with buying trends," Mr. Badenhausen said, "filling a real need for the homemaker." Miss Doolittle explained that with ale and beer recognized "as pleasurable foods, we'll have amazing and amusing information about nutrition, recipes, ideas for entertaining, historical bits and surprising new developments."

Westinghouse '55 Line Debuts on Closed Circuit

A FULL-HOUR, musical-type closed-circuit tv show was used by Westinghouse television-radio division to introduce its 1955 line of sets to dealers and to newsmen. Viewers watched the telecast in 26 cities Dec. 29.

The show, originating in CBS Studio 58 in New York (facilities were provided by CBS-TV), was carried simultaneously to dealers and newsmen gathered in Atlanta, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Indianapolis, Kansas City, Los Angeles, Miami, Minneapolis, New Orleans, New York, Oklahoma City, Des Moines, Philadelphia, Pittsburgh, San Francisco, St. Louis, Seattle and Syracuse.

Patterned after the "spectacular" type of tv program, the black-and-white telecast featured the Honey Dreamers Quintet, Joel Herron's orchestra, Westbrook van Voorhees and Betty Furness. It was directed by Perry Lafferty, who directs *Robert Montgomery Presents* programs and the *Imogene Coca Show* (both NBC-TV).

T. J. Newcomb, division manager; R. L. Sanfefur, general sales manager of the division; John Angel, radio sales department, and Rod Kershenstein, sales promotion manager, took part in the show.

'Silent' Agency

GREY ADV., agency for a portion of the RCA Victor account, kept plans for RCA Victor's record price reductions so secret that, prior to the announcement, writers and art people working on the account were holed up in a Manhattan hotel to work out details of copy, etc., and to help keep the secret until it was ready to be sprung.

Serutan, Geritol Shows To Urge Drugstore Buying

THE SLOGAN "Buy-It-at-Your-Drugstore" will be aired on all four network shows sponsored by Pharmaceuticals Inc. (Serutan and Geritol), on behalf of the druggists as a good will gesture by the advertisers.

During February the slogan will be used as the theme to pay tribute to the American pharmacist. The audience will be urged to "Buy-It-at-Your-Drugstore" on the following shows: *Douglas Edwards and the News, Juvenile Jury, Life Begins at Eighty* and *Meet Millie.*

Stars of these tv shows will stress that the druggist, together with the physician, helps protect the family's health.

"With so many other outlets now carrying drug items and cutting into drugstore sales," says Harry Parness, director of sales for Serutan and Geritol, "we feel that manufacturers of drug products should use their efforts to direct consumer buying toward the local drugstore. By education and experience, the pharmacist is best fitted to advise the public about all types of drug products.

In addition to tv, Mr. Parness said the campaign will be backed in radio, newspaper and magazine advertising.

Ticket Office in B•T Bldg.

A JOINT ticket office for American Airlines and National Airlines will be opened in the BROADCASTING•TELECASTING Bldg., 1735 DeSales St., N.W., Washington, Jan. 17. The new office will be across the street from the Mayflower Hotel, two blocks from the NARTB headquarters.

LATEST RATINGS

VIDEODEX

Dec. 1-7, 1954

	Name of Program	No. of Cities	% Tv Homes
1.	Dragnet (NBC)	117	43.0
2.	I Love Lucy (CBS)	133	38.1
3.	You Bet Your Life (NBC)	134	34.9
4.	Jackie Gleason (CBS)	103	32.8
5.	Toast of the Town (CBS)	121	31.5
6.	Studio One (CBS)	91	31.4
7.	Bob Hope (NBC)	120	30.3
8.	Tv Playhouse (Sun.) (NBC)	112	29.0
9.	Kraft Theatre (Wed.) (NBC)	66	28.8
10.	Ford Theatre (NBC)	166	28.3

	Name of Program	No. of Cities	No. Tv Homes (000's)
1.	Dragnet (NBC)	117	13,112
2.	I Love Lucy (CBS)	133	11,550
3.	You Bet Your Life (NBC)	134	10,595
4.	Jackie Gleason (CBS)	103	9,535
5.	Toast of the Town (CBS)	121	9,373
6.	Studio One (CBS)	91	9,319
7.	Ford Theatre (NBC)	166	9,013
8.	Bob Hope (NBC)	120	8,980
9.	Tv Playhouse (Sun.) (NBC)	112	8,788
10.	Cavalcade of Sports (NBC)	130	7,965

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Four Agencies Acquire New Accounts for '55

FOUR ADVERTISING AGENCIES have announced acquisition of new accounts for 1955. The agencies are BBDO, Blaine-Thompson Co., Roy S. Durstine Inc. and Grant Adv.

The Ginasta Corp. of America, New York, appointed Blaine-Thompson Co., New York, to handle advertising for its new game, Ginasta.

Slick Airways, New York, has appointed Roy S. Durstine as its advertising agency, according to Joseph F. Grant, vice president and general manager. The account will be handled by the Los Angeles and New York offices of Durstine with W. D. Sloan, Los Angeles manager, as account executive. All media is being considered.

Continental Foundry & Machine Co., Chicago and Pittsburgh, has named BBDO to handle its advertising, out of the Pittsburgh office, effective March 1. Media plans are not set.

Ac'cent, a monosdium glutamate additive to enhance natural food flavors, Amino Products Division of International Minerals & Chemical Corp., New York, has awarded Grant Adv. the account for all world-wide advertising and publicity outside North America. Fred Spence, vice president for Grant's International Division, will supervise the account, with William Reede as the account executive.

Admiral-Sponsored Tv Survey Shows No Stampede to Color

A MAJORITY of present televiewers in the Los Angeles area apparently are in no great hurry to purchase color tv receivers, according to a survey conducted for Admiral Corp. The study was made by Woodbury College, which in the past has conducted similar surveys on subscription video. Woodbury found that present set-owners are awaiting 21-inch screens with a price range of $300-$500.

According to the results, announced by Admiral last week, 87% of tv set families in the Los Angeles area have never seen color television; 82% do not plan on buying a color receiver before 1956; one third of those questioned said they would pay $300 for a 21-inch color instrument, nearly 27% said as high as $400 and 23% $500; a 21-inch rectangular tube was favored by 54%, 17-inch size by 27%, and 60% indicated they would buy a console model.

A total of 85% of the families covered in the survey now own black-and-white receivers.

SPOT NEW BUSINESS

Puss 'N' Boots, N. Y., supplementing its radio network show *Jolly Hotel for Pets* on NBC Radio and its television participations on NBC-TV's *Today* with radio-tv spot announcement campaign in six markets starting Feb. 7 for 13 weeks. Lynn Baker Inc., New York, is agency.

Tress-Kit (hair conditioner), manufactured by John Andre, New York, is placing ten-minute film show in 25 tv markets, starting Jan. 27. Agency, Product Services Inc., New York, is buying marginal time for one-time-only tests which, if successful, will be extended to 13-week campaigns.

Charles Antell (Formula 9, shampoo and hair spray), Baltimore, Jan. 3 started spot campaign using 1,400 announcements in 34 top radio markets for 13 weeks. Saturation campaign featured Antell jingle and was placed by T. A. A. Inc., N. Y., its advertising agency.

(A&A continues on page 51)

Here We Crow Again!

POWERED BY

WJAR-TV

Channel 10 Providence

NOW 316,000 WATTS

Featuring New England's Favorite Live Local Shows

NBC—BASIC • ABC—DUMONT—CBS • WEED TELEVISION—NATIONAL REPRESENTATIVES

1 Nancy Dixon, Johnny King and Director discuss show plans

2 Show script is cleared through Production and Program Dep

3 Preparing script for the show

4 Cameras and props are set up for the show

Behind The "Screen" In WJAR-TV Live Local Programming

The series of sequence photos shown on these pages from WJAR-TV's daily remote telecast "*Breakfast at the Sheraton*" gives you an insight into the "behind the screen" activities in a typical Channel 10 live local presentation. This example shows why WJAR-TV has made live local programming the hallmark of their success in Southern New England . . . ideas in local TV showmanship plus concentrated attention to all production details make the difference.

WHOLE NEW CONCEPT IN LOCAL TV PROGRAMMING

WJAR-TV Providence began over 5 years ago to develop a highly individual concept of local programming. The theory behind the concept was — LOCAL OR REGIONAL AUDIENCES WILL SUPPORT LIVE LOCAL SHOWS!

How well the concept has weathered the test of 5 years is already evidenced by the pictures on these pages . . . and by the set count in the WJAR-TV market — 1,166,344 sets . . . and by the exceptional ratings of the more than 17 live local shows appearing on WJAR-TV Channel 10 daily!

Last minute show conference with talent, director, producer, audio men and script girls

6

Pre-show audience warm up

On-the-air !

8

Post-show product merchandising

WJAR-TV Demonstrates How Live Local Shows Are Created

TWO "TV GUIDE" CONTEST WINNERS OUT OF THREE !

TV Guide conducted a contest in June 1954 to elect the most popular local TV performers in New England. The result was first and third place winners from WJAR-TV. Concrete proof of the Channel 10 talent line up !

SPONSORS ENDORSE THIS SHOWMANSHIP

Sponsors, local, regional and national, are writing endorsements daily for the concept of TV showmanship created by WJAR-TV. The proof, as always, is in the results and Channel 10 advertisers *get results !* See our latest program-sponsor guide for the names of products and people you know !

Sunday Supplement Starring Betty Adams. A new and different family show just introduced, offering entertainment from the pages of leading metropolitan Sunday papers . . . plus features for children and family devotion. 10 to 11:30 A.M. every Sunday.

Breakfast at the Sheraton Starring Nancy Dixon, Johnny King and the *3M's*. Another WJAR-TV First . . . The only daily live remote in New England! Guests, music, news of products and people and breakfast served to average daily audience of 100 . . . with thousands watching. Mon.-Fri. 9 to 10:00 A.M. 89% Share of H.U.T.*

Let's Go Shopping Starring Alice Jackson. Her is the accepted Southern New England TV Shopping Guide, on-the-air for five years! Alice Jackson takes her viewers on the type of window shopping tour that sells merchandise. Mon.-Fri. 1:00 to 1:3 P.M. 85% Share of H.U.T.

Hum & Strum Starring New England's Favorite Harmony Twosome. Over 30 years in show business together, two of the finest singing salesmen in TV. Known all over Southern New England. Mon.-Fri. 12 to 12:15 P.M. Mon. 11:15 to 11:30 P.M. 81% Share of H.U.T.

New England Talent Club Starring Russ Emery. A twin-powered show watched with equal enthusiasm by adults and children. Showcase for talented amateurs . . . emceed by popular Russ Emery and featuring *Rainbow Trio*. Mon.-Fri. 6:30 to 6:55 P.M. 83% Share of H.U.T.

Intermezzo Starring Borelli. New England's tel vision "Poet at the Piano". A truly fine artist outstanding interludes. Saturday 6:30 to 6:45 P.M 93% Share of H.U.T.

Children's Theatre Starring Ted Knight. Talented Ted has earned a spot in kids' hearts throughout Southern New England with puppetry, ventriloquism and animated cartoons . . . as big a spot as Kukla, Fran and Ollie in our big viewing area. Mon. & Fri. 5 to 5:30 P.M. T.W.Th. 5 to 5:15 P.M. 95% Share of H.U.T.

Sugar 'N Spice Starring Betty Adams. What a kitchen sales lady this Betty Adams! She makes women want to try new products, new recipes . . . big male chef audience, too. Guests are the spice in her Sugar 'N Spice. M.W.Th.F. 2:00 to 2:30 P.M. 81% Share of H.U.T.

Gadabout Gaddis — Gadabout gads about New England fields and streams, offshore fishing grounds and the Big Woods — brings back hunting and fishing instructions, authentic films. Tops in interest in a region traditionally dedicated to gun, rod and camera. Fri. 10:45 to 11:00 P.M. 89% Share of H.U.T.

Tip Top Circus Starring Rikky the Clown. Rikky and his playmates are tip top on the screens of thousands and thousands of kids. In-person appearances merchandise his sponsors' wares. Fr. 6:00 to 6:30 P.M. 89% Share of H.U.T.

The Olive Tinder Show Starring Olive and P Olive Tinder and her dog *Pam* have created very special audience with her famous guests fr stage, screen and television, and her friendly ch on books, people and events. M.W.F. 2:30 to 3 P.M. 81% Share of H.U.T.

*"% Share of H.U.T." based on latest available TELEPULSE (August, 1954): Comparison Measurement of WJAR-TV with 3 other stations serving ar in terms of % share of Homes Using Television reported tuned to Channel 10.

What A Personality Powerhouse!

No Wonder More New England Viewers Tune To 10!

WJAR-TV has built an amazing powerhouse of live local TV personalities in five short years . . . perhaps the finest collection of live, local talent in the TV business, certainly the finest in New England!

Just study the talent-roster shown on these pages and compare the sheer personality selling power with any combination of live local talent anywhere!

NOW OUR 316,000 WATTS reach even more of New England's rich TV market (see new coverage map in this presentation); your best buy in New England TV has to be POWERFUL CHANNEL 10 WJAR-TV PROVIDENCE!

TV Sports Page Starring Warren Walden. Everybody's sport . . . the man most often associated with sports in New England. Warren has the big names in sports as his guests. No better merchandiser of TV advertised products available in any regional market. Mon.-Fri. 7:15 to 7:30 P.M. 91% Share of H.U.T.

Today in New England Starring Ted Metcalf. News right off the top of the day. Delivered within the format of the Dave Garroway show "Today". Ted Metcalf gives the news a special human interest flavor. Mon.-Fri. A.M. 7:25 to 7:30, 7:55 to 8:00, 8:25 to 8:30, 8:55 to 9:00. 97% Share of H.U.T.

The Late News — Russ Van Arsdale puts the day's finishing touches on the day's news in a clear, sharp delivery. Mon. Fri. 11:00 to 11:10 P.M. 85% Share of H.U.T.

The Weather Show Starring Nancy Byers. While the weather in New England isn't always charming, the Weather Girl is . . . and her audience really appreciates her reporting. Mon.-Fri. 6:55 to 7:00 P.M. 11:10 to 11:15 P.M. 83% Share of H.U.T.

PROGRAMMING FOR PUBLIC SERVICE

. . . New England's most active programming of public service shows including "*News Makers*", featuring Rhode Island people and places in the news, "*Mayor's Traffic Safety Program*", a show to help keep Providence tops in traffic safety, "*Wildlife in R. I.*", for the outdoor enthusiasts, "*An Evening on College Hill*", the award-winning Brown University weekly show, "*High School Forum*" and "*Let's Go To School*", "*Portrait of Rhode Island*", the Junior Chamber of Commerce program, "*Small Fry Science*", and religious programs including "*Catholic Chapel*", "*Book of Books*" and "*Over the Minister's Desk*".

IT TAKES TALENT TO PROGRAM TALENT
WJAR-TV HAS WHAT IT TAKES!

The impressive array of programming, production, promotion and engineering control talent you see on these pages make up the core of the success Channel 10 has scored in every year of its more than 5 years on the air.

But — even the finest individual abilities need the best in equipment to bring out the best in each . . . and at WJAR-TV the best equipment is available for this express purpose!

In showmanship and in the facilities to produce top TV shows, here is the leader in New England — WJAR-TV.

George O. Griffith

Vice President of The Outlet Company, which is owner and operator of WJAR-TV.

• • •

Frederick Griffiths — As Operations Manager, Fred Griffiths combines programming and commercial traffic talents with his liaison role in overall station administration.

Seymour Horowitz — Program Manager Horowitz sets the pace to keep Channel 10's seventeen live local programs per day stepping lively.

Manning "Manny" Tesser, the most versatile production manager in New England television — he's television star, after dinner speaker, comedian and one of the busiest and best production managers in the business.

Thomas C. J. Prior — Tom Prior, Chief Engineer, and his crew of electronic experts keep WJAR-TV on the air through hurricanes, floods, fires and other challenges to steady, clear, day-in day-out reception.

Jay Hoffer — Jay Hoffer's Promotion Department issues sales presentation brochures, tradepaper advertising, publicity releases, on-air promotion, program schedules, WJAR-TV's external house organ . . . promotes special events, coordinates with network promotions, makes up award entries, analyzes trade press.

J. S. Sinclair — Dody Sinclair is Director of Public Relations and Merchandising — gets out merchandising pieces for direct mail, co-ordinates with network merchandising tie-ins . . . makes all arrangements for "Public Service Salutes" as when WJAR-TV pays tribute to various cities in coverage area, devoting entire day to each city's industries, personalities, history.

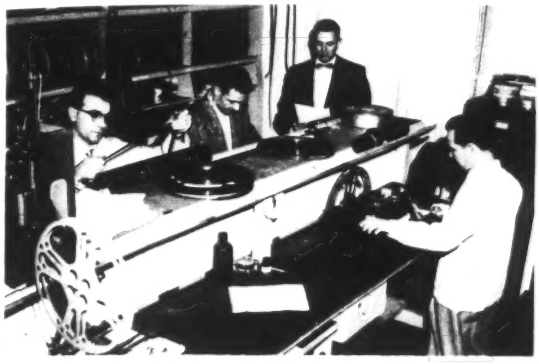
Bryant Whisenant & Gil Stein — Staff Artists Whisenant and Stein design and execute titles, commercial presentations, sets, backgrounds, promotional graphics for on-air use . . . ready artwork for promotion and advertising . . . develop styles and innovations through projects within their own department and co-ordinate projects with R. I. School of Design and the local Historical Museum.

Sales Department — Ed Boghosian, Channel 10's Sales Manager, has *two* right-hand men — Al Solari and Gene Bourgoin. Among them, all sales aspects are covered — local, regional and national.

Channel 10 Newsroom — Spot coverage, special features and all-out efforts during major disasters stem from the WJAR-TV Newsroom — as when on-the-spot coverage of the hurricanes "Carol" and "Edna" made New England TV News history and won the coveted RTNDA award. Staff comprises six newsmen, four full time photographers — and four more photographers on call.

WJAR-TV Remote Truck — With the latest remote equipment, WJAR-TV coverage is "where it happens" with live action — wherever news or special events occur within Channel 10's big Southern New England coverage area. Equipment includes two field cameras, complete control and switching system for television live remote show.

Staff Announcers — Channel 10's ten young men with sales-alluring television personalities have established authority throughout Southern New England. Only to be expected, since they've built a solid recognition as top TV announcers. Reading left to right; Johnny King, Art Lake, Russ VanArsdale, Art Kershaw, Jim Brennan, Pete Gardner, Bill Sharpe, Jim Metcalf, Gene De Graide and Ted Metcalf.



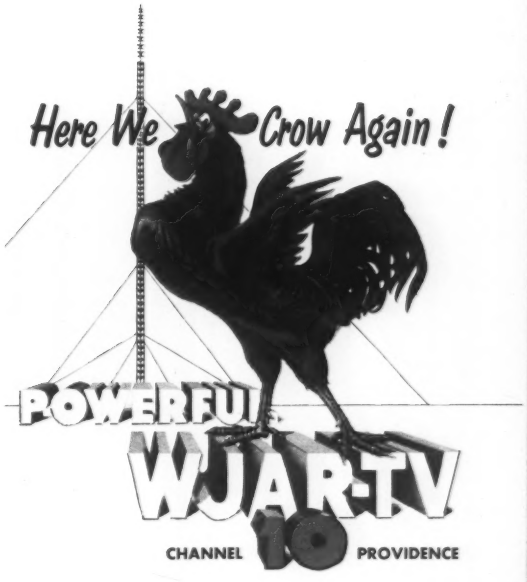
Channel 10 Film Room — Film Director Bill Cooper receives and logs in all films — inspects, screens, times, edits for use on the air. He presides over two RCA 16 mm projectors, two automatic selectro-slide projectors, an SVE strip film projector, a Gray Telop opaque projector, rear screen projector and a TDC slide projector — all used in conjunction with two RCA TK20A film cameras with latest improvements. 16 mm cameras, Speedgraphic and instantaneous Polaroid cameras, plus completely equipped laboratory for rapid processing stills and motion pictures are in constant use.

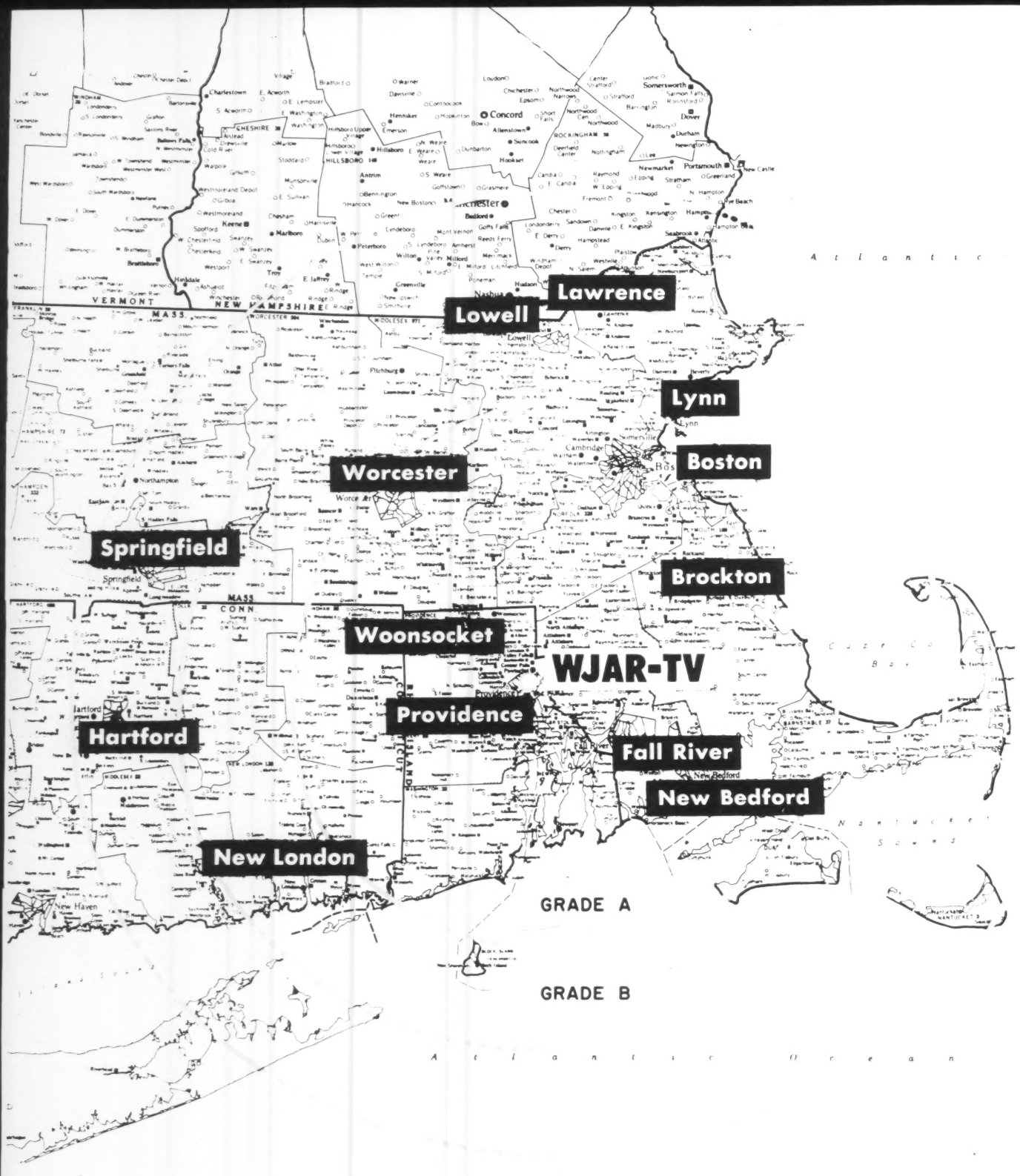
Film Laboratory — Fred E. Foshey, Jr., Staff Photographer, checks temperature of solution in Bridgamatic 16 mm film processing machine. This machine develops movie film at a rate of 100 ft. every five minutes.

In background Frank Wildenhain prepares film just processed for show.

Control Room — Nerve center of Channel 10 is Control Room shown in action — which is the only way it can be shown, most of the 24 hours daily, especially when special events are being aired.

Studio A — The "Big Studio" shown on the air, with next program in sight being set up. Studio A has 3 RCA RK10A studio cameras. Complete lighting equipment includes Kliegl dimming control panel to light nearly 100 linear feet of sets. Contains modern electric kitchen and many other basic sets. Production staff available for consultation with clients. Studio B has its own camera and set facilities.





Over-all height above mean sea level - - - - - - - - 1049 feet
Over-all height above ground level - - - - - - - - - 853 feet
Height of electrical center above average terrain - 920 feet

PREDICTED CONTOURS

WJAR-TV 316 KW-ERP CHANNEL 10

THE OUTLET COMPANY — PROVIDENCE, RHODE ISLAND

Prepared by
Craven, Lohnes & Culver
Washington 4, D. C.
November, 1954

THE PERSONAL TOUCH

SCREEN GEMS GIVES IT TO CLIENTS UNDER NEW SERVICE PLAN

By Rocco Famighetti

THE PRODUCTION of a filmed commercial for television at a large producing organization can be a protracted process involving many minds and many hands. One of the pitfalls is that somewhere along the assembly-line someone will falter and there will be a "miss" 'twixt the sponsor's blueprint and the producer's end product.

It was this recognition of human frailty that prompted Screen Gems Inc., New York, one of the largest film-commercial companies, as well as a major producer of tv film programs, to establish its "personalized" service for advertising agencies. Under this plan one production unit will be entrusted with the responsibility for filming all the commercials of a particular agency.

Several weeks ago [B•T, Dec. 13, 1954] Screen Gems outlined details of its new service and of its new subdivision, called the Producers Group, which will endeavor to eliminate the "miss" between the blueprint and the product by serving as the link between the agency and the sponsor and the various units at the production company.

It is the contention of Ben Berenberg, executive producer of Screen Gems and head of the Producers Group, that SG is the sole film commercial organization to extend this preferential service to agencies. He believes it is a natural outgrowth of the increasing importance of well-made commercials and of the stiffening competition in the field.

As an example of Screen Gems' sprawling organizational structure, Mr. Berenberg explained that the company consists of five subdivisions, aside from the Producers Group. They are preparation, headed by Ben Kranz; animation, Volus Jones; shooting, John Gilmour; editing, Don Heiss, and completion, Bob Horowitz.

"You can readily see," Mr. Berenberg said, "that as a commercial proceeds from one subdivision to another, one man or more might add one or more ingredients that could change the feel of the commercial as it was intended by the agency or sponsor. It was a realization of this pitfall that induced us to establish our new service."

At present, Screen Gems provides its "personalized" service to BBDO and Kenyon & Eckhardt. Mr. Berenberg is the supervisor of the unit producing film for BBDO, with Lee Goodman as associate producer on the account. Sonny Chalif, supervisor of production at Screen Gems, heads the unit servicing K & E, with Don Hershey as associate producer.

"We have learned," Mr. Berenberg said, "that in making commercials, certain advertisers and agencies want a specific approach to sell their product. There are certain subtleties wanted in a commercial that cannot be described in a story-board but must be injected into a commercial, sometimes by implication. They may want a reflection of their product in terms of tieing it to campaigns in other media. This is what I call 'quasi-intangibles.' These take time to communicate to a producer. If the same man is assigned to the same agency, our man and the agency man have built up a 'community of experience' over a period of time. Working in close association permits them to get along semantically. Each understands what the other wants and can do."

Mr. Berenberg believes that this system enables the agency to operate more efficiently and economically. He pointed out that ordinarily an agency planning a commercial submits a story-board to several production companies and requests bids. Very often, he said, not too much time is given to the production firm to submit ideas on how the filming can be accomplished more efficiently and more cheaply. Under the "personalized" system, Screen Gems does not have to concern itself about a bid, Mr. Berenberg said, but can concentrate on methods to improve the story-board and reduce costs, when possible. (He observed that, as a check, both BBDO and K & E occasionally ask for bids from other production companies.)

Mr. Berenberg attributed speedy production of a "Quick" commercial for Richard Hudnut [B•T, Aug. 9, 1954] to the "personalized" system's strength of close cooperation between agency, sponsor and producer. He explained that this commercial posed the problem of a time schedule, because the actors in the commercial were also the talent appearing on the *Hit Parade* television program sponsored by Hudnut. Faced with a tight schedule, Mr. Berenberg said, the sponsor, agency and producer worked out all details in numerous huddles and were able to shoot the commercial in a limited number of days—at times when the talent was available. The commercial, he added, was received very favorably.

Mr. Berenberg insisted that SG's service is needed by small agencies as well as large. He observed that many small agencies do not have tv departments or if they do these departments are often small and comparatively inexperienced. In the case of a small agency, Mr. Berenberg said, Screen Gems will make available a producer from its pool, and will endeavor to assign the same unit to the agency, whenever possible, so that a close relationship can be nurtured.

Though BBDO and K & E are as yet the only agencies with their own units, Mr. Berenberg noted, two other agencies currently are in negotiations with Screen Gems for a similar set-up. He said that the company will provide a special unit when the volume of business is large enough to justify it, but declined to give further details.

SCREEN GEMS' "personalized" unit producing film commercials for Kenyon & Eckhardt goes into a huddle with a K & E team to work out details on a commercial for Richard Hudnut's "Quick." L to r: standing, William Ekhart, set designer; John Capis, director; seated, Donald Sadler, choreographer; Allen Hodshire, K & E tv producer; Fay Evans, K & E copy, and Ben Berenberg, SG East Coast production executive and head of Producers Group.

A B•T PICTURE STORY

HOW TO USE A PERSONAL APPEARANCE

MR. D. A. GOES

FOR MANY YEARS, personal appearances were almost exclusively a motion picture industry activity. Of the other mass entertainment media, performers in live radio and tv programs and on the stage were held too closely to performance and rehearsal schedules to take to the road; only the syndicated transcribed radio program field afforded stars enough time to meet their public "in person."

But, in 1949, when film began to become an important factor in television programming, Ziv Television Programs Inc. realized that its production schedules allowed the same leeway to its stars that motion pictures did to theirs and that personal appearances might be utilized as profitably for Ziv programs as they had for theatre motion pictures.

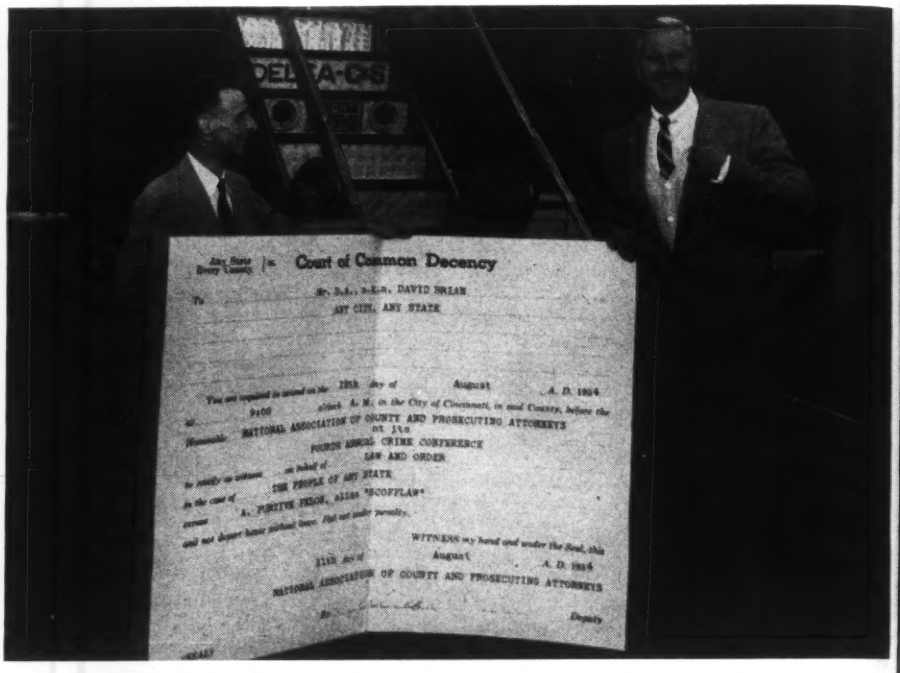
When Eckerd Drug Co. opened a new drug store in Charlotte, N. C., Herbert Philbrick, author of "I Led Three Lives," best-selling book on which Ziv's top-rated tv series was based, was invited to the grand opening to meet customers and employes. Adolph Menjou, visiting the New York brewery of Schaefer Beer, sponsor of *Favorite Story* in New York as part of a personnel relations campaign, ate in the employes' cafeteria and visited with brewmasters, clerks and other personnel. Later, he posed for photographs with route salesmen and drivers.

A star's visit to a city gives his local sponsor ample opportunities for local publicity. Ceremonies at the airport, motorcades with banners identifying star, sponsor and product, news conferences, radio and tv appearances, meetings with civic associations and school groups are typical examples of what can be done.

Sponsors are highly enthusiastic about the results of public appearances, Ziv reports. Revill Fox of Kostka, Bakewell & Fox, Denver agency for Coor's Beer, called Mr. Philbrick's appearances in eight western markets where the account sponsors *I Led Three Lives* one of the most "worthwhile public relations campaigns" Coor's ever had. Buddy Smith, owner of Fashion Cleaners & Laundry, Fort Smith, Ark., said he was "tremendously enthusiastic" over results of Mr. Philbrick's appearance in his city.

Richard Carlson, who portrays Mr. Philbrick in the *I Led Three Lives* series, has also made personal appearances for local sponsors of this program. Other Ziv stars who have done the same include: Adolph Menjou of *Favorite Story,* Duncan Renaldo and Leo Carillo of *Cisco Kid* and David Brian of *Mr. District Attorney.*

A few of the goings on in Cincinnati last summer, when Mr. Brian, as Mr. D. A., was guest of honor at the convention of the National Assn. of County & Prosecuting Attorneys, are shown in the photographs accompanying this article.

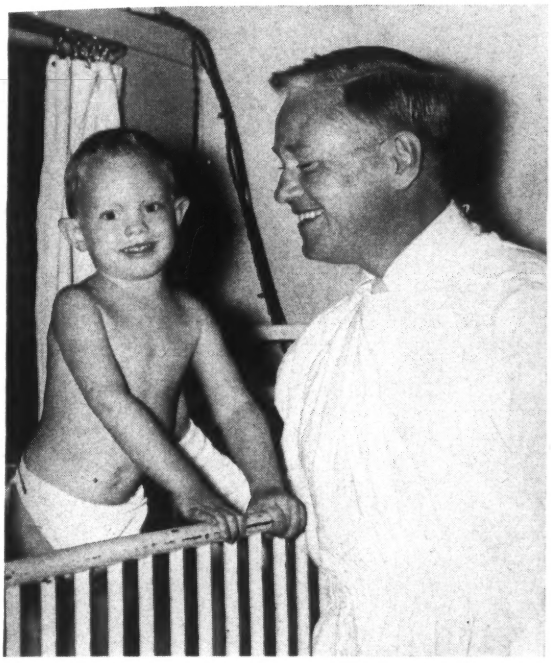


ALIGHTING from his plane, David Brian (Mr. District Attorney) receives a summons from Cincinnati's district attorney, C. Watson Hover, summoning him to address the convention of the National Assn. of County and Prosecuting Attorneys.

HIS ADDRESS over, Mr. District Attorney moderates a tv panel show in which three editors (left) turn the tables by asking questions to be answered by three district attorneys. Panel (l to r): Jerry Hurter, *Cincinnati Times-Star;* Robert Debo, *Cincinnati Post;* John Cronin, *Cincinnati Enquirer;* Mr. Brian; district attorneys Miles F. MacDonald, Bert M. Keating and Emmett Perry.

TOUR TO PROMOTE A FILM SHOW

TO CINCINNATI



FUTURE FAN poses in the polio ward of Cincinnati's Children's Hospital with Mr. District Attorney, momentarily dressed in white.

TIEING IN with a local sponsor of his *Mr. District Attorney* telecasts, David Brian discusses the merits of Pennington Bread with Wendy Barrie during a guest appearance on her program on WKRC-TV Cincinnati, WHIO-TV Dayton and WTVN-TV Columbus.

GOING to headquarters to increase his knowledge of modern crime-fighting techniques, Mr. District Attorney makes a police radio broadcast under the watchful eye of Cincinnati police chief Col. Schrotel. Policemen also are part of the tv audience and the buying public and so worth a special visit during a personal appearance tour.

starri
in "HI

A new syndicated TV series

Gene Lockhart
"HONOR, HOMER BELL"

You feel its heartwarming humanity and enjoy its happy twists of plot. And no one in all the world of the theatre so captures that "feel of America", makes it live so lovably, so genially, so memorably as Gene Lockhart.

Through 39 half hour episodes, he lives to the full the home and professional life of a fine engaging man. And he creates a warm response for your name and your product.

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, N. Y. 20

Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.

In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

GENERAL ELECTRIC THEATRE

IT'S TRYING A FRESH APPROACH AS A FILM-AND-LIVE SERIES

By Marjorie Thomas

GENERAL ELECTRIC has taken the policy of "off-beat" scripts and a non-fixed budget to come up with the part filmed and part live CBS-TV *General Electric Theatre*. While the series has had a few duds mixed in with the hits, the techniques it has introduced can be useful to the tv industry as a whole.

General Electric Theatre started on CBS-TV last Sept. 26 after six months of actual planning and, according to the December American Research Bureau national ratings of tv network programs, now fills the number 15 spot. Those same ARB ratings show only one other half-hour anthology series in the top 15 programs and it, NBC-TV's *Fireside Theater* with a five-year edge, is number 12.

By using part filmed and part live programs for *GE Theatre*, there are many more advance problems in that you combine both types of problems, according to executive producer Mort Abrahams. One basic problem is story material. Some excellent scripts simply can't be done live. So, in this series, Mr. Abrahams adds, those scripts can be filmed. It is perhaps the first time, he says, that stories do not have to be fitted to the medium. In the case of *GE Theatre* the medium fits the story.

Talent is another basic problem. Some stars can't go East at the desired time for live originations. Because of the policy of filming some programs in Hollywood, such talent as Alan Ladd, Joseph Cotten, Jane Wyman, James Stewart, Fred MacMurray and Barry Fitzgerald have made their tv film debuts under the auspices of GE. Conversely, the recent signing of Myrna Loy for her first video appearance was completed because her vehicle, Emily Kimbrough's "It Gives Me Great Pleasure," can and will be filmed in New York.

"GE has never given me a set of rules or any do's or don'ts and is the only client I have ever heard use the words 'off-beat' and 'fantasy' in connection with proposed stories and scripts," Mr. Abrahams declares. Not only that, he adds, but GE has no fixed budget for this series. Estimating that film is two to three times higher than live, the price range for the live programs is $18,000 and up. GE's filmed half hours have cost as much as $70,000, as in the case of "The Face Is Familiar," which starred Jack Benny.

RESPONSIBLE for the live programs for CBS-TV's *General Electric Theatre* are (l to r) Mort Abrahams, executive producer; Ronald Reagan, program supervisor-host, and Don Medford, director.

GE Theatre has divided its 1954-55 season into 13 films, 22 live dramatic programs and four live musical programs to feature Fred Waring and his Pennsylvanians, two of which will be telecast in color. This group did the Thanksgiving and Christmas programs, of which the latter was the series' first color telecast at an estimated $100,000, and is scheduled for an Easter presentation and possibly an Armed Forces Day salute.

In connection with the films, GE's contract calls for original runs plus an option on first reruns. Upon completion of this contract, each film reverts to its star. This clause, whereby stars retain an interest in their films, is deemed the main reason GE has been able to snag such top name talent. A deal was worked out with Henry Fonda, for example, under which he will star in Emmett Kelly's autobiography, "The Clown." After its second run Mr. Fonda

for brand new sales...

"watch the birdie"

TV's most unique show!

For the first time, here's a television program with animated film. Available in quarter or half hours. It's light and gay with a refreshing new twist. Easy to program, requiring only one performer. "Watch the Birdie" will pick up your daytime sales. A perfect participation spot-carrier.

"Watch The Birdie" is available in **your** market now. Audition print on request. Contact either Ullman Office today!

RICHARD H ULLMAN INC.

Contact office nearest you for full details

295 Delaware Avenue
Buffalo 2, N. Y.
Phone: Cleveland 2066

2133 N.W. 11th Avenue
Miami 37, Florida
Phone: 2-2655

Creator of "Tune-O," "$Dollar Derby$," "Ad-I-Mation," "Animated Bank Series," "Beer Select-O-Spots," and creative animated commercials.

TV ADVERTISERS ALL OVER THE MAP ARE SHO

WE WANT

"The EDDIE CANTOR Comedy Theatre"

In BIG MAR , L
all these alert a rs,

PURITY BISCUIT
Phoenix, Ariz.
Tucson, Ariz.
Boise, Idaho

BURGERMEISTER
Seattle, Wash.
Spokane, Wash.
Bakersfield, Calif.
Chico, Calif.
Eureka, Calif.
Fresno-Tulare, Ca
Los Angeles, Calif.
Salinas-Monterey, Calif.
San Diego, Calif.
San Francisco, Ca
Stockton-Sacramento, Calif.
Las Vegas, Nev.
Reno, Nev.

G...

CANTOR"

, LITTLE MARKETS, STATE and REGIONAL AREAS

rs, plus many more, will sell with 'The Eddie Cantor Comedy Theatre'

LER STORES
nver, Colo.

LANTINE'S ALE
gor, Me.
land, Me.
w Haven, Conn.
vidence, R. I.
on, Mass.
Washington, N. H.
ghamton, N. Y.
ffalo, N. Y.
gston, N. Y.
enectady, N. Y.
acuse, N. Y.
ngfield, Mass.
risburg, Pa.
caster, Pa.
adelphia, Pa.
kes Barre, Pa.
shington, D. C.
folk, Va.
mi, Fla.
Petersburg, Fla.

SEGO MILK
Butte, Mont.
Great Falls, Mont.
Boise, Idaho
Idaho Falls, Idaho

CONTINENTAL OIL
Idaho Falls, Idaho
Butte, Mont.
Billings, Mont.

DREWRY'S BEER
Chicago, Ill.
Indianapolis, Ind.
Fort Wayne, Ind.
Elkhart, Ind.
Davenport, Iowa
Detroit, Mich.
Grand Rapids, Mich.
Lansing, Mich.
Saginaw, Mich.
Toledo, Ohio

KULA-TV
Honolulu, Hawaii

KFDA-TV
Amarillo, Tex.

PRICE CREAMERIES
El Paso, Texas

WALL BROKERAGE COMPANY
Greenville, S. C.

ASSOCIATED GROCERS FOOD STORES
Salt Lake City, Utah

DR. PEPPER
Roanoke, Va.

FT. PITT BREWING
Huntington-Charleston, W. Va.
Wheeling, W. Va.
Steubenville, Ohio
Youngstown, Ohio
Johnstown, Pa.

CROWN ZELLERBACH PAPER PRODUCTS
Colorado Springs, Colo.
Pueblo, Colo.
El Paso, Tex.
Albuquerque, N. M.
Honolulu, Hawaii

WMIN-TV
Minneapolis-St. Paul, Minn.

BLATZ BREWING COMPANY
Eau Claire, Wisc.
Green Bay, Wisc.
La Crosse, Wisc.
Madison, Wisc.
Milwaukee, Wisc.
Neenah, Wisc.
Wausau, Wisc.

FORD DEALERS
Abilene, Tex.
Dallas, Tex.
Lubbock, Tex.
Midland, Tex.
San Angelo, Tex.
Temple-Waco, Tex.
Tyler, Tex.
Wichita Falls, Tex.

JAX BEER
Texas
Oklahoma
Louisiana
part of Alabama

COHEN FURNITURE CO.
Peoria, Ill.

JACOB'S PHARMACY
Atlanta, Ga.

ESTES DEPARTMENT STORE
Rochester, Minn.

GRIESEDIECK BREWING
Kansas City, Mo.
St. Louis, Mo.

BROWN DISTRIBUTING
Columbia, S. C.

KOB-TV
Albuquerque, N. M.

SOUTHLAND PROVISION
Columbia, S. C.
Charleston, S. C.
Florence, S. C.

ROCHESTER MILK PRODUCTS ASSN.
Rochester, N. Y.

FISHER BROS. SUPERMARKETS
Cleveland, Ohio

WIEDEMANN BEER
Cincinnati, Ohio
Columbus, Ohio
Dayton, Ohio

Hurry!
Your market may be snapped up soon. So write, wire or phone now!

SOMETHING DIFFERENT AND EXCITING EVERY WEEK! Guest stars including Eddie Fisher, Charles Coburn, Billie Burke, Jimmy Gleason, Lizabeth Scott and many more!

ZIV TELEVISION

NEW YORK • CINCINNATI • HOLLYWOOD

In Movie & TV Circles it's

Editing • Processing • Printing • RCA Sound Recording • Capital Film Studios

CAPITAL
FILM LABS, INC.
Formerly McGeary-Smith
1905 Fairview Ave., N.E.,
Washington 2, D.C.

PLEASED with the success of the new CBS-TV *General Electric Theatre* are (l to r) Z. Wayne Griffin, producer of many of the filmed programs; Ronald Reagan, program supervisor-host; Mrs. Reagan, actress Nancy Davis; Walter Tibbals, vice president in charge of West Coast production, BBDO, and Robert Jackson, in charge of GE public relations, San Francisco.

will have all film rights and can go ahead with his plans to star in his own independent motion picture adaptation.

Scriptwise, GE is going to a variety of sources: to the movies for "Edison, the Man," radio for "The Face Is Familiar," books for "The Clown," Broadway for "The White Steed," classics for "Dolls House," originals for "D.P." and short stories for "Rider on the Pale Horse." Top money is being paid for stories and story material. Price being paid for live rights to stories ranges from $250 to $3,500. Actual scripts then range from $1,000 to $2,500.

In securing stars, money has been no problem, Mr. Abrahams says. The problem has been to get dramatic material the stars feel is worthy of their talents. With certain people in mind, Mr. Abrahams and his staff proceed to hunt for the right script. "We're bucking the same transition that was faced when stars went into radio," he says. "But tv is another way of presenting them to a mass audience and they'll have to give in sooner or later. We must convince them it is their responsibility as performers to want to reach this new mass audience. Also, the new problems of acting in video provide a challenge to any 'real' actor," Mr. Abrahams injected.

The roster of writers signed to insure literate scripts and entice stars includes Charles Jackson, Carson McCullers, Samuel Taylor, William Inge, Gore Vidal, Truman Capote and Jerome Weidman.

Mr. Abrahams, who produces CBS-TV's *Medallion Theatre*, is producer on all live shows for *GE Theatre* and serves as executive producer on many of the filmed shows. Z. Wayne Griffin and Leon Gordon produce most of the filmed shows through the facilities of Revue Productions. In a few instances, however, a star has his own production setup, as in the case of Jane Wyman's Karman Productions and Alan Ladd's Jaguar Productions. Don Medford directs all the live shows with specific directors assigned to those that are filmed.

As a rough estimate, Mr. Abrahams says that 60% of the live shows will originate in New York and 40% in Hollywood. This, he explains, is because some scripts demand space which is available only on the West Coast. Shrugging off the live vs. film and New York vs. Hollywood controversies, he advises, "Let's not fight but take advantage of the best facilities in both places."

This debate will be resolved very shortly, according to Don Medford, by the magnetic tape. The process, which he believes will be made available in not too long a time, has the "spontaneity of live video combined with the range of hindsight of film. We'll be able to shoot at a time and money cost

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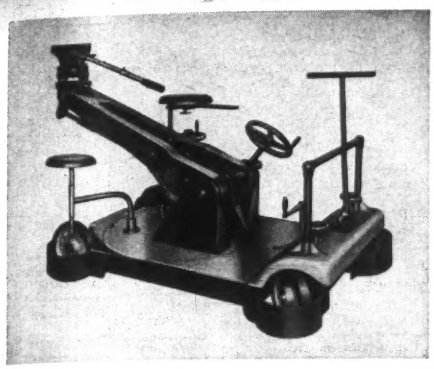
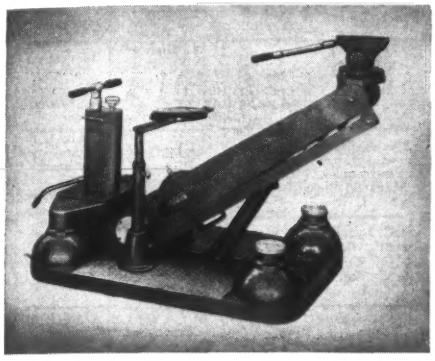


PANORAM DOLLY gives camera complete mobility; smooth panning, dolly shots, running shots, special effects. Two man crew.



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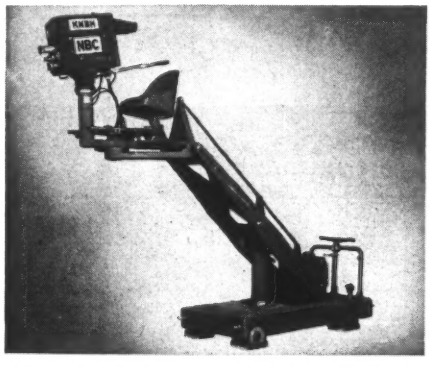
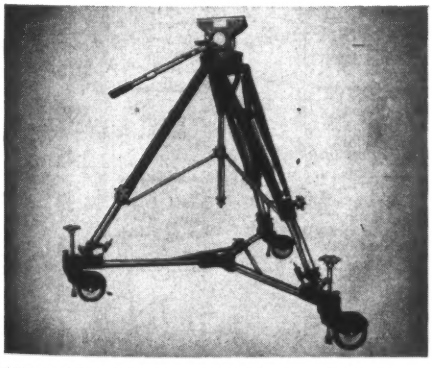


HOUSTON-FEARLESS TC-1 CRANE raises camera to extremely high and low positions. Permits "fluid motion" shots. Foot-operated panning.



HOUSTON-FEARLESS All-Metal Tripod on Tripod Dolly gives mobility to cameras at low cost. Completely portable. Ideal for remotes.

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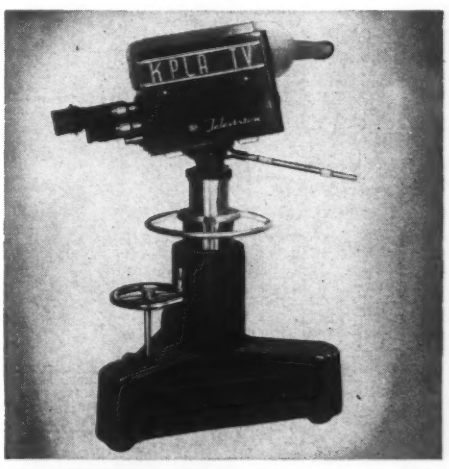
A Houston-Fearless representative will be happy to analyze your requirements and recommend the equipment that will serve you best. Write or phone: The Houston-Fearless Corp., 11801 West Olympic Boulevard, Los Angeles 64, California. BRadshaw 2-4331. 620 Fifth Avenue, New York 20, N. Y. CIrcle 7-2976.

MODEL BT-1 CRANE has power drive, hydraulic lift. Provides lens height from 2' to 10'. Developed for Motion Picture Research Council.



TV PEDESTAL MODEL PD-1 by Houston-Fearless is operated by cameraman. Rolls smoothly, raises, lowers, turns on own radius.

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Omnibus Aluminium Co. of Cana. Scott Paper Zenith Norcross		Revere alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt. with) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Amer. Safety Razor Winchell	Gen. Elect. GE Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Ciba Horizons			
9:30	Revlon Pantomine Quiz	Bristol-Myers Your Favorite Playhouse	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Father Knows Best		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly–News	Amer. Home Prod.–News	7:15-7:30 Miles Labs. Morgan Beatty and the News	Toni Co. Tony Martin Show L
7:30	Ralston Purina Name's the Same L	Ligg. & Mys. Perry Como L		Camel News Caravan L
7:45				
8:00	Studebaker Packard Tv Readers Digest eff. 1/17/55	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00		Philip Morris alt. wks. P&G I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	*John Daly News*	American Tobacco News L	7:15-7:30 Miles Labs. Morgan Beatty and the News	Dinah Shore Chevrolet L
7:30	DuPont Cavalcade of America	Gold Seal Jo Stafford L		Camel News Caravan L
7:45				
8:00	No Net. Service	CBS-Columbia Life with Father	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
8:15				
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour			
10:00		Nash-Kelvinator alt. wks. Block Drug Danger		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM			N.Y.Times Youth Forum	Brinkley's News Room L
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		*American Inventory* L
12:45				
1:00			*Johns Hopkins Science Review*	Youth Wants to Know L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45	Quaker Oats (Tu & Th)			
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		General Mills, Fri. Ding Dong School L Gerber Prds. Thursday
10:15				
10:30				Borden Co. Way of the World L
10:45				Hollywood Today L
11:00				
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsor Home L
11:30				
11:45		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45				
1:00		Gen. Foods Portia Faces Life		
1:15		P&G Road of Life		

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				*Happy Fellon's Spotlight Gang* L
2:45				
3:00	Brown Shoe Smilin' Ed's Gang	*Winky Dink and You*		Paul Winchell Show Tootsie Rolls L
3:15				
3:30	Ralston Purina Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		Funny Boners L
3:45				
4:00		Campbell Soup Abbott & Costello		Kraft Foods Tom Corbett Space Cadet L
4:15				
4:30		National Dairy The Big Top L		
4:45				
5:00				
5:15		Gen. Mills The Lone Ranger F		
5:30				
5:45 PM				

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			Walter H. Johnson & Co. Capt. Video	
7:00	*Kukla, Fran and Ollie*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:15	*John Daly News*			
7:30	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		Dinah Shore Chevrolet L
7:45		Gen. Electric Jane Froman		Camel News Caravan L
8:00	Soldier Parade L	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
8:15	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
8:30	Brillo—So You Want to Lead a Band		DuMont Labs What's the Story	Chesterfield Dragnet F
8:45		Singer Sew'g, alt. wks. Brstl. Myrs. Four Star Playhouse		Ford Theatre F
9:00	Kraft Foods Kraft TV Theatre			
9:15		Philip Morris Public Defender F		Lever Bros. Lux Video Theatre L
9:30		Carter Prods Alt. Whitehall Name That Tune L		
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			Co-op Capt. Video	
7:00	*Kukla, Fran and Ollie*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:15	Tide Water Oil Daly-News			
7:30	National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
7:45		Ligg. & Mys. Perry Como L		Camel News Caravan L
8:00	Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
8:15	Lehn & Fink Ray Bolger L	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
8:30	Mogen David Wines Dollar a Second	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. The Stranger	Simoniz & Amer. C&C Big Story F
8:45	Sterling Drug The Vise	General Foods Sanka Our Miss Brooks F	*One Minute Please*	Campbell Dear Phoebe F
9:00		Brown & Williamson The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
9:15		American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person		Greatest Moments in Sports Mutual of Omaha F
9:30		Longines Chronoscope		
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45		Wrigley Gene Autry Show		Mr. Wizard F
7:00				
7:15		Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
7:30	Compass			
7:45		Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
8:00	The Dotty Mack Show			Toni Co. So This Is Hollywood L
8:15				
8:30		P. Lorillard Two for the Money L		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
8:45	Ozark Jubilee L (eff. 1/22)			
9:00		P&G alt. wks. Simmons My Favorite Husband		Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:15				
9:30	Gemex The Stork Club	Helene Curtis Inc. Professional Father	Co-op Wrestling from Chicago	Geo. Gobel Show Armour (alt.) Pet Milk L
9:45				
10:00				Am. Tobacco Warner Hudnut Your Hit Parade L
10:15		General Mills Willy F		
10:30			11:05 Boyle-Midway Sports Showcase	
10:45				
11:00			Co-op Wrestling from Chi	
11:15 PM				

SUNDAY

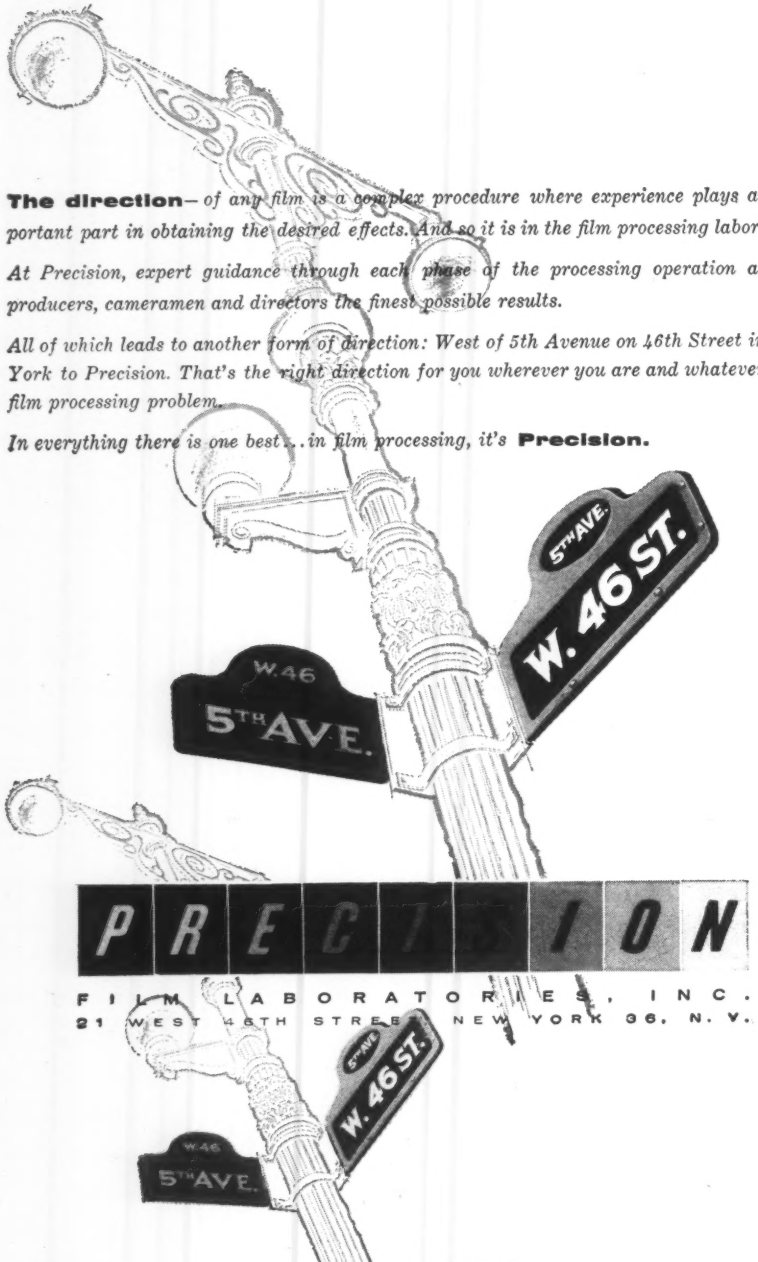
	CBS	DuMONT	NBC
			Religious Hour Frontiers of Faith L

comparable to live tv, but with the chance to retake, edit and see the location filming now available only to film," he says.

Relying on CBS-TV's *Ray Milland Show,* NBC-TV's *Joan Davis Show and* ABC-TV's *Adventures of Ozzie and Harriet* to promote specific products and divisions, GE, through BBDO, adheres strictly to institutional advertising for its Sunday evening anthology series. Billed as GE's progress reporter, Don Herbert uses the commercial time to discuss and demonstrate new developments, either completed or in the research stage.

What would appear to be a most happy selection is that of Ronald Reagan as program supervisor-host. As an actor, Mr. Reagan introduces each program and will appear in seven shows for the series. He has already done one on film and two live. Additionally, Mr. Reagan recently completed a seven week's tour of GE's some 280 plants to further personnel and public relations. As program supervisor, he is employed directly by GE. When the agency, sponsor and production units confer, his attitude is that he represents the sponsor's viewpoint in helping select and put on the best possible show. "I feel that I provide the liaison between the entertainment and the business end, and I also feel personally responsible in seeing to it that we don't select stories which might hurt GE," he declares.

"Ronnie's position in relation to the client agency is about as carefully thought out as anything I have ever seen. There is nothing ad lib in this whole operation," according to Mr. Abrahams, "and the incredible thing is that so far, nothing has been fouled up."



The direction— *of any film is a complex procedure where experience plays an important part in obtaining the desired effects. And so it is in the film processing laboratory.*

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In everything there is one best... in film processing, it's **Precision.**

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film maker

JOEL MALONE, a tv film maker by happenstance, doesn't believe in whistling in the dark. In order to produce half-hour tv shows with quality and with reasonable budgeting, planning must be minute, intricate and precise, Mr. Malone observes.

MR. MALONE

And that's why Joel Malone Assoc., Hollywood, Calif., in producing *The Whistler* series for CBS Television Film Sales syndication, can knock out half-hour films assembly-like, as are hard top convertibles at the Willow Run plant.

Mr. Malone is new to tv film production. Paradoxically, it fits him like last year's glove. He knows tv's limits and potentials, having been reared in radio as a writer for CBS on the West Coast in the late 30s. Radio, he notes, has been his training ground for the commercial and timing aspects of tv.

Tv film, he explains, fundamentally is a half-hour production because it is patterned after radio. That's one of the first things he says a tv film producer must understand. Also, the producer must not forget that tv is seen in the living room on a screen that's microscopic in size as compared to the majors' trend to the wide, Cinemascope-sized movie screen.

In 1940, Mr. Malone joined Warner Bros. to learn about motion pictures. He was a writer and associate producer at Warner's "shorts" stable and later switched to "features" (he was a writer for the first feature-length vehicle in which Jane Wyman starred).

Two years later, Mr. Malone was in the Army. He spent four years with the Army Air Force motion picture unit, writing, directing and producing on some 22 half-hour films, including state-side work on "Target Tokyo."

In 1946, Mr. Malone was editing and writing CBS Radio's *The Whistler*. Since that year, he has written some 200 of the radio shows. Also in post-war years, Mr. Malone wrote screenplays for Universal International Pictures, being associated with some 10 motion pictures.

Reviewing this varied experience, Mr. Malone believes he has profited from all of it, permitting him to apply what he has learned to the production of tv films. His production techniques—which basically pivot on carefully planned charts and timetables—were learned partly in the Air Force.

A great concern for the independent producer is the budget problem. If you go over the budget, it can mean money out of your own pocket. Thus, Mr. Malone has drawn from Hollywood's top production skills for his associates, directors and cameramen.

Pre-production, he notes, is one of the secrets of tv film success. The sun's arc must be studied when shooting outdoors, to avoid shooting into the sun or being harried

Captain Flint

new adventure hero captures the imagination of Detroit youngsters

Detroit youngsters have a new hero. He's a masked adventurer—"Captain Flint"—whose fabulous career as a soldier, jet pilot, deep sea diver, cowboy lends great weight and authority to his words. He entertains the kids with Western films and interesting guests (right) who demonstrate their specialties. He also tells inspirational stories of national heroes with action pictures. Proof of Captain Flint's tremendous appeal: *his rating is already double that of competition.*
Weekdays, 4:00 to 4:50 P.M., (participating).

WXYZ·TV

Channel 7·Detroit

Represented Nationally by Blair TV, Inc.

by varying shadow lengths. This seasonal change is but one of the intricacies of split-second timetabling.

An idea as to how problems must be met and licked can be gleaned from Mr. Malone's current schedule. On Nov. 11, his company was contracted by CBS to produce *The Whistler* series, for which a pilot film already had been made. On Nov. 15, the crew started shooting. On Dec. 23, the schedule called for the completion of the first *Whistler* cycle—13 films. Thus, 13 half-hour films in 33 days, eliminating Sundays and Thanksgiving Day.

Mr. Malone, who writes about half of the tv series, recalls how important the company's schedule is in terms of dollars. On Nov. 24 the unit completed "Kind Thought" (starring John Howard) after shooting "outside." Set for 1 p.m. that day, a cast of 16, including stars, supporting players, stand-ins and extras was ready at the studios for "inside" shooting of "Roark Island" (starring Tom Brown), the next in the series.

His philosophy on tv film? Film productions are "little half-hour movies employing the same techniques, so far as possible, as those used in motion pictures." After exterior shots, the camera records the story by following the people in it. Except for establishing mood and setting, the tv camera, he notes, must concentrate on the action.

"This is where we differ from feature movies," he explains. A person's look, expression or reaction rather than words as in radio or panoramic camera work as in wide-screen movies distinguish films for tv.

3-D TELEVISION

IT NEVER GOT OFF THE GROUND, BUT IF IT EVER DOES, ACADEMY FILM CAN SAY IT GOT THERE FIRST

AMONG authorities who should know best, 3-D is regarded as a phenomenon that never got off the ground, either in the nation's movie houses or in television.

It is not that it is obsolete or impractical, say these experts, but simply that it got sidetracked for the likes of Cinemascope in theatres and for color in the visual broadcast medium. Three-dimension television right now is deader than last year's fashions.

But if and when it ever comes to tv—perhaps with the natural advantages of color—one of Chicago's fastest growing film companies will say: "We did it first."

While, like everyone else, Academy Film Productions has relegated 3-D tv to the background, this company retains a specialized knowledge of three-dimension shooting techniques. It claims to have pioneered in the first projected 3-D commercial ever made expressly for television.

This commercial was produced in 1953 through W. E. Long Co., Chicago, for Holsum Bread to illustrate to its salesmen what a three-dimensional film could do for them on television. The fact that the film was never shown on the air does not detract from another fact: that it appealed to the advertiser and proved an effective sales pitch. It also won Academy nationwide distinction in the three-dimension field.

Bernard Howard, president and executive producer of the firm (located at 123 W. Chestnut St. in Chicago), acknowledges that, for now, 3-D tv is dormant. But he is equally convinced that there is a field for it.

It is quite impelling to see a pretty model extending a loaf of Holsum bread (or for that matter, one of a variety of other appealing products) right into the viewer's home.

Practically stated, 3-D has not yet come to commercial television because no system has been found to be compatible with present standards. Among the interests which have been "toying" with the phenomenon are ABC, American Television Inc., 3-D Television Corp. and others. ABC's system, introduced at the 1953 NARTB convention in Los Angeles, called for polarized light glasses, a specially-designed tv receiver and a conventional camera with accessories (a rotating plastic disc and front-surface mirror). The ATI method was based on the "mind-retention" theory with alternating pictures. All techniques have been relegated to the mothballs.

Academy uses the Bolex Stereo, a special lens and silver-coated screen. It has turned out 3-D films for the National Safety Council, Stone Container Corp. (industrial), Sears, Roebuck & Co. and other organizations. It also prepared the first baseball film ever shot in 3-D, a game between the Chicago Cubs and the Milwaukee Braves.

A Stone Container sound-and-color 3-D film won Academy the Merit Filming Award from *American Cinematographer,* national cameramen's publication for the American Society of Cinematographers, for "meritorious achievement in the photography of the motion picture" in mid-1954.

Academy stresses its ability to turn out quality commercials in record time, sometimes operating around the clock on editing and other activities. To this end, the company recently completed a three-month renovation program. Academy produces animated, semi-animated, live action, slide and other type commercials.

Mr. Howard says he went into the tv film production field in April 1950 after working with and for agencies for 14 years, because he felt there was a definite need "for a producer who could interpret and examine the problems of making a tv film commercial from the point of view of the advertising agency (and its clients) as well as that of the film producer." He noted that production costs were "too high."

Mr. Howard likes to describe Academy as "the largest small studio in Chicago." The third dimension at Academy is the personalized service which it extends to clients, he adds, and is likely to be emphasized if and when 3-D comes to tv sometime in the future.

Biggest news in TV film History!

Effective immediately, all United Television Programs, Inc. personnel and film properties become a part of the MCA-TV Syndicated Film Division. This makes available for TV sponsorship throughout the world the largest, most complete selection of quality TV film programs anywhere. Now the MCA-TV staff consists of 68 salesmen who offer you 22 separate filmed TV programs for local or regional sponsorship.

turn the page and see...

THOMAS MITCHELL

MAYOR OF THE TOWN

Thomas Mitchell stars in 39 exciting topical dramas. Consistently a top rated radio and TV show for many years. Already sold in over 60 markets.

GUY LOMBARDO AND HIS ROYAL CANADIANS

39 sparkling half-hour films, featuring America's No. 1 musical favorite and a famous female guest star vocalist each week.

PRESTON FO

WATERFRO

Sell your product throu sponsorship of this c standing family situati adventure series with salty tang, starring Pres Foster. 65 films availabl

ROD CAMERON

CITY DETECTIVE

65 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful selling for sponsors.

ROCKY JONES

SPACE RANGER

39 films that hold adult and juvenile audiences spellbound. Backed by a merchandising campaign guaranteed to give your product top recognition.

HEART OF THE CITY

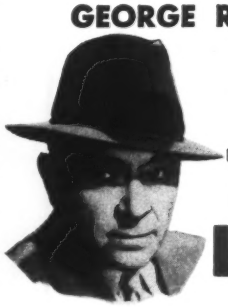
(Also known as "City A- signment.") Pat McVey and Jane Nye, as a crusading team of newspaper re- porters, bring you drama and suspense...91 films.

KEN MURRAY

WHERE WERE YOU?

Great heroes, war personalities, famous events, daring exploits, presented in documentary style with Ken Murray as your host. 26 films available.

GEORGE RAFT



I'M THE LAW

George Raft plays the role of a metropolitan police officer in 26 hard-hitting films of drama and mystery. A top rating-getter in leading markets.

TELESPORT DIGEST

Fresh, crisp film highlig of the previous week's sports events, air expres to you every Monday.

TOUCHDOW

13 half-hour films cove ing top college games each week. Available o during football season.

a show for every product, every market, every budget!

Now, whether you want comedy, drama or mystery, you're sure to find the perfect show to fit your needs among MCA-TV's 22 top-rated film shows.

MCA TV

Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

ROYAL PLAYHOUSE AND COUNTERPOINT

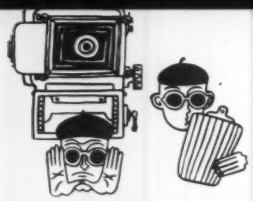
78 dramas to build prestige for your commercial message. Sponsored as Fireside Theatre by Procter & Gamble. One of the highest rated film shows.

CURTAIN CALL

13 encore dramas starring such famous Hollywood personalities as Lew Ayres, Joan Bennett, Miriam Hopkins. Available under your own title.

PLAYHOUSE 15

78 neatly produced 15 minute dramas, each with a surprise twist ending. Available first run in over 100 markets.



FAMOUS PLAYHOUSE

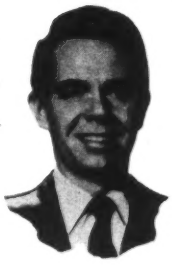
Over 200 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring famous Hollywood stars.

CHARLES BICKFORD

MAN BEHIND THE BADGE

Charles Bickford hosts and narrates 39 half-hour thrilling, true-life dramas of law enforcement presented in documentary style.

LOUIS HAYWARD



THE LONE WOLF

Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue throughout the world . . . an electrifying series of 39 films.

ABBOTT AND COSTELLO

America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 15 laugh-filled years.

PAUL HARTMAN

PRIDE OF THE FAMILY

Inimitable Paul Hartman stars in this hilarious situation comedy . . . 40 fun-filled films now available in many leading markets.

JOHN RUSSELL
CHICK CHANDLER

SOLDIERS OF FORTUNE

26 exciting new adventure packed films. With an all star Hollywood cast. Already sold in 100 markets to 7-Up Bottling.

MELVYN DOUGLAS

HOLLYWOOD OFF-BEAT

Melvyn Douglas stars as a private sleuth in 13 exciting and unusual dramas mixing love and adventure. Supported by an all star Hollywood cast.

ALAN HALE, JR.
RANDY STUART

BIFF BAKER U.S.A.

Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue. A sure-fire combination appealing to all TV-viewers.

RALPH BELLAMY

FOLLOW THAT MAN

Ralph Bellamy stars in 82 exciting films made expressly for TV . . . realistic, action-packed adventures that every member of the family will enjoy.

(A&A continues from page 34)

NETWORK NEW BUSINESS

Malga Products (Silicone ironing board cover), Newark, will use participations on NBC-TV *Home* (11 a.m.-12 noon) starting Feb. 24 through June 1955. Agency: Edward Lieb Adv., same city.

Philip Morris & Co., N. Y., signed to sponsor Wednesday-through-Friday 7:25-7:30 p.m. EST segment of *Tennessee Ernie Show* (Mon.-Fri., 7-7:30 p.m. EST) under CBS Radio power plan; 7:15-7:30 p.m. portion of show now offered on power plan. Agency: Biow-Beirn-Toigo, N. Y.

Pond's Extract Co., N. Y., will sponsor *Pond's Theatre* on ABC-TV (Thurs., 9:30-10:30 p.m., EST), effective Jan. 13, taking program and time period previously sponsored by Kraft Foods Co., Chicago. Agency for Pond's and Kraft: J. Walter Thompson Co., N. Y.

AGENCY APPOINTMENTS

American Meat Institute, Chicago, appoints Lennen & Newell, N. Y. Account formerly handled by Leo Burnett Co., Chicago.

National Brewing Co. (National Premium, National Bohemian Beer), Baltimore, appoints W. B. Doner & Co., Detroit. Radio-tv is used.

Motor Products Corp., Deepfreeze Div., Detroit, appoints Brooke, Smith, French & Dorrance, same city.

American Popcorn Co., Sioux City, Iowa, appoints W. D. Lyon Co., Cedar Rapids, Iowa, for bulk of sales division.

Treadway Inn, Rochester, N. Y., appoints Hutchins Adv. Co., same city, with Stuart J. Rice as account executive. Radio will be used.

Eberhard Faber Pencil Co., Brooklyn, appoints Anderson & Cairns, N. Y., with Lansing Moore as account executive.

Arizona Brewing Co. (A-1 Pilsner Beer), Phoenix, names Erwin, Wasey & Co. Ltd., L. A.

Botany Lanolin Cosmetics, N. Y., appoints Hirshon-Garfield, same city. Radio-tv will be used.

WGTH-AM-TV Hartford, Conn., appoints Arnold Kupper Adv., same city.

AGENCY SHORTS

Roy M. Bird Adv. and **Ross Adv.,** both Portland, Ore., have merged into Bird & Ross Adv., with offices in Times Bldg. Principals are Mr. Bird and Maurice Ross.

Dave Fris Adv. Inc., Albany, N. Y., has moved to new and expanded quarters at 277 Lark St.

Barnes Chase Co., L. A. and San Diego, opens S. F. office this month at 145 Montgomery St.

Harvey & Porter, Portland, Ore., becomes Porter Adv. with purchase of Jack Harvey's interest by Warren Porter.

William S. Adamson becomes sole owner-operator, Adamson, Buchman & Assoc., Salt Lake City, following retirement of **Howard M. Buchman** because of health. Agency name remains unchanged.

Radio Adv. Corp. of America, Jersey City, N. J., has changed name to Fiore & Fiore Inc.

A&A PEOPLE

MR. BENDER

Robert F. Bender, former general manager, WKRC-FM Cincinnati, appointed vice president in charge of radio-tv dept., Haehnle Adv. Inc., same city.

Walter Craig, vice president and advertising director, Pharmaceutical Inc., Newark, N. J., appointed vice president and radio-tv director, William H. Weintraub & Co., N. Y.

T. W. Kuhn, vice president in charge of sales and director, Bohn Aluminum & Brass Corp., Detroit, elected executive vice president; **C. M. Adams,** secretary and director, elected vice president; **E. K. Mann Jr.,** vice president and controller, elected treasurer and director, succeeding **F. M. Taylor,** who has retired; **W. J. Lane,** legal counsel, elected secretary.

Alice M. Liddell, media director, Ingalls-Miniter Co., Boston, additionally appointed vice president.

MR. LANNING

Edward S. Lanning, copy chief and account executive, MacDonald-Cook Co., Chicago, appointed vice president, continuing to headquarter in South Bend, Ind., office.

J. Norman McKenzie, vice president in charge of merchandising, James Thomas Chirurg Co., Boston, appointed vice president and general manager in charge of that city's office; **Russell Loftus,** Young & Rubicam, Montreal office, to Boston staff of agency as account manager.

Joseph R. Daly, account executive, Doyle Dane Bernbach, N. Y., appointed vice president.

William K. Ziegfeld, vice president and creative director, Leo Burnett Co., Chicago, to Lennen & Newell, N. Y., as vice president on copy, contact and planning.

MR. WALKER

W. S. Walker, formerly with Platt, Zachary & Sutton, N. Y., elected vice president, Grant & Wadsworth, same city.

T. B. Adams, account executive, Campbell - Ewald Co., Detroit, appointed general assistant to president.

Wally Seidler, radio-tv director, Edward S. Kellogg Co., L. A., and **Jack Berger,** Ray & Berger (radio-tv prize firm), Hollywood, elected to board of directors, Multi-Matic Corp. (earth boring machines), Van Nuys, Calif.

Graeme Stewart, formerly advertising and sales promotion manager, Stewart-Warner Corp., Chicago, to Campbell-Mithun, same city, as account executive.

MR. WARD

Perry Ward, formerly with KOTV (TV) Tulsa, appointed account executive and radio-tv director, White Adv. Agency, same city.

Daniel Ladd, Cecil & Presbrey, N. Y., to Ted Bates & Co., same city, as account executive; **Richard G. Terry,** Compton Adv., N. Y., to advertising dept. of agency.

Jane Harrington, copywriter and tv technical advisor, Mike Fadell Adv. Agency, Minneapolis, appointed account executive.

John E. Doble, formerly with Biow Co. (now Biow-Beirn-Toigo), N. Y., to Benton & Bowles, same city, as associate account executive.

James McGuckin, formerly reporter, *Rochester* (N. Y.) *Democrat & Chronicle,* to Hutchins Adv. Co., Rochester, as assistant account executive.

Bernard Zipp, formerly president, Paramount Steel Co., Cleveland, to executive staff, Bernard B. Schnitzer Inc., S. F.

George Arnold Frye, vice president, James Thomas Chirurg Co., N. Y. office, to Doyle, Kitchen & McCormick, same city, in executive capacity, effective Feb. 1.

Ray Barr, vice president and copy chief, Richard A. Foley Adv. Agency, Phila., to Geare-Marston Inc., same city, as copy director.

Sherwood Dodge, vice president for marketing, Foote, Cone & Belding, N. Y., appointed general manager of that city's office.

Hilton Wasserman, George Fry & Assoc., N. Y., to Kenyon & Eckhardt, same city, as director of personnel administration.

Steve Richard, Flint, Mich., resident representative, Kudner Agency, N. Y., appointed Pacific region Buick publicity supervisor, headquartering in L. A.

Don Cavitt, formerly general sales manager, KSOO Sioux Falls, S. D., appointed director of advertising and sales promotion, Cardozo's (furniture), St. Paul, Minn.

Ted Pepple, formerly assistant advertising manager, Gaylord Container Corp., St. Louis, to account service staff, Krupnick & Assoc., same city.

Elsie Berezniak, copy research group, McCann-Erickson, N. Y., to research staff, radio-tv dept., N. W. Ayer & Son, same city; **Edward J. Hardigan,** CBS, to traffic bureau, radio-tv dept.; **Harold Edward Morrissey,** traffic dept. of agency, transfers to copy staff.

John Schuman, formerly advertising manager, Norge Div., Borg-Warner Corp., Chicago, to Leo Burnett Co., same city.

James C. Shelby, account executive, McCann-Erickson, Chicago, resigns with future plans to be announced shortly.

sew up

the norfolk market

with a one station buy

Now, more than ever, WTAR-TV vastly dominates America's 25th metropolitan market by phenomenal program ratings and maximum VHF facilities. With its new 1049 foot tower and 100,000 watts power WTAR-TV is the only station that delivers your sales message to all of Tidewater, the entire eastern half of Virginia (including Richmond) and northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

27 High Budget Movies Released for Tv Use

A TOTAL of 27 "multi-million dollar" motion pictures are now ready for distribution, according to Earl Collins, president of Hollywood Television Service Inc., who stated the initial production cost of most of the features ranged from $1 million to $2 million each.

Making up the "diamond group" are 26 features never released to tv before including "Change of Heart" with Susan Hayward; "Brazil" with Tito Guizar; "Scotland Yard Investigator" with Sir Aubrey Smith, and a group of pictures starring Judy Canova.

First feature in the group up for distribution is "Bill and Coo," Ken Murray's Academy Award winning film.

"Prints were acquired from Consolidated Film Industries with a high rating in the matter of light and sound fidelity and clarity for tv presentation," Mr. Collins declared.

Ziv Colorcasting Schedule To Be Increased for 1955

THE NUMBER of Ziv Television Programs' shows to be telecast in color this year has been increased over the number presented in color during 1954, it was reported last week by John L. Sinn, president.

Mr. Sinn said that KSD-TV St. Louis and WTMJ-TV Milwaukee each scheduled three colorcasts for the first three months of this year and that other stations are planning to present Ziv programs in color at later dates. KSD-TV and WTMJ-TV have scheduled colorcasts of *I Led Three Lives, Mr. District Attorney* and the *Favorite Story* film, "The Empty Holster."

In 1954, according to Mr. Sinn, *Favorite Story* was telecast in color over KING-TV Seattle, WNBT (TV) New York (now WRCA-TV) and XEW-TV Mexico City on Aug. 14. Another Ziv property, *Cisco Kid,* was telecast in color by WBTV (TV) Charlotte on Oct. 30 and over WBAL-TV Baltimore on Nov. 9.

Bing Signs for CBS-TV Films

EXCLUSIVE agreement with CBS Television has been signed by Bing Crosby for two one-hour film programs to be made and released during 1955. CBS-TV has the right to one network rebroadcast of each show, according to Hubbell Robinson Jr., vice president in charge of network programs, who disclosed the agreement last week.

Mr. Robinson stated that the first show is now in preparation. It will be produced by Ralph Levy and will be made during March. The second show will be filmed during either June or July.

Broidy Settles With Reynolds

SALES CONTRACT governing distribution of *Wild Bill Hickok* tv film series has been purchased from Stuart Reynolds for $125,000 by William F. Broidy, president of the firm which produces the series. The check, received by Mr. Reynolds Dec. 29, also effects a settlement of the suit he filed against Mr. Broidy last May in which he claimed Mr. Broidy owed him $74,470 under a contract whereby Mr. Reynolds was to receive 5% of the gross income from national sales of the series. The film series has been sponsored by Kellogg Co., through Leo Burnett Co., since February 1951.

each one is different

Bulldog or oom paul . . meerschaum or briar . . each has its distinctive characteristics. Television stations — on a far broader scale — have equally diverse personalities.

It's as simple as this: *quality* TV stations concentrate upon tastes and interests of the individual communities they serve. "Packaged" representation is not for them. Nor does it have any place in the tailored, quality service developed by Harrington, Righter and Parsons for the quality stations listed below.

This makes *us* different, too . . different because we serve *only* television, different because we believe in giving the maximum to a few instead of the minimum to many. It makes sense to us. Perhaps it also makes sense to you to find out more about our standards of quality representation . .

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

FLASH!

LAST MINUTE SALES of ZIV-TV's "Eddie Cantor Comedy Theatre"

include:

Ballantine's Ale
New York City

All-Canada Limited
Montreal, Que.
Ottawa, Ont.
Hamilton, Ont.
Kitchener, Ont.
London, Ont.
Sudbury, Ont.
Kingston, Ont.
Port Arthur, Ont.
Peterborough, Ont.
Sault Ste. Marie, Ont.
Saskatoon, Saskatchewan
Regina, Saskatchewan
Calgary, Alberta
Edmonton, Alberta
Winnipeg, Manitoba
Vancouver, British Columbia
Sydney, Nova Scotia
Halifax, Nova Scotia
St. John, New Brunswick

See ZIV-TV ad on Pages 42-43

EASTMAN TRI-X FILM DESIGNED TO CUT COSTS

Producers of realistic, semi-documentaries will benefit from decreased lighting demands which will cut time and production costs, the firm says.

BOON to the producers of realistic, semi-documentary type of filmed tv programs is seen in the development of the new Eastman Tri-X 35mm film, said to require only one-third as much light as ordinary film. While not designed to replace Plus-X or Super Double-X film, Tri-X, which costs about the same, claims several advantages to better fill the needs of such programs as NBC-TV's *Dragnet* and *Medic*, and CBS-TV Film Sales' *The Lineup*.

Night scenes, according to an Eastman spokesman, can be photographed in normal night street light. This makes for more natural exteriors and cuts costs as there is no necessity for extra illumination. Decreased handling of lights has meant that Mark VII now is able to shoot five *Dragnet* programs in two weeks instead of the previous record of four films in that time, B•T was told. Especially beneficial to the desired realism, it was explained, Tri-X provides greater shadow detail with objects actually seen in the shadows, whereas with other film the objects appear completely black. This reproduction of extreme contrasts, in turn, provides a greater range of effect lighting.

Available for the past six months, Tri-X is also being used by Roland Reed and Hal Roach Jr. for NBC-TV's *My Little Margie* because fewer light set-ups means greater speed in shooting schedules. DPI loads its cameras with Tri-X for B & R Enterprises' ABC-TV *Ray Bolger Show*, because in shooting before a studio audience there is so much physical exertion on the part of the dancer-comedian that he can't withstand the heat generated by the usual amount of lighting.

While *Medic*, *Dragnet* and the syndicated *Waterfront* strive for realism and can exploit the fact that actors look more natural in less light, there are several series which would not be benefited by the development of Tri-X. As one cinematographer revealed, he can't use it because there are some actresses, beyond the first flush of youth, who need light and lots of it—otherwise lines and wrinkles galore become apparent.

Newsreels are taking advantage of the new film to cover night scenes and, in particular, to shoot fall and winter sports and events, coverage of which has heretofore been hampered by unsatisfactory natural lighting.

WISE Potato Chips and WBRE-TV Wilkes-Barre, Pa., come to terms on the sponsorship of ABC Film Syndication Inc.'s *Passport to Danger*, which Wise is sponsoring effective Jan. 6. L to r: Bill McLaughlin, media manager, Lynn-Fieldhouse Adv. agency; S. C. B. Lynn, advertising firm partner, and David M. Baltimore, WBRE-TV general manager.

CBS Newsfilm Increased Subscribers 600% in '54

CBS NEWSFILM boosted its number of subscribers more than 600% in 1954, Howard L. Kany, manager, reported in a yearend statement last week.

Total of 43 stations receive its edited stories and scripts supplied on a virtual round-the-clock basis from production centers in New York, Washington, D. C., Chicago and Los Angeles, Mr. Kany said. Subscribing stations are in all sections of the U. S. and in Alaska, Hawaii, Mexico, Puerto Rico, Venezuela, Cuba, Sweden, and Denmark. Recent station additions are KPIX (TV) San Francisco, KGGM-TV Albuquerque and KPRC-TV Houston.

Top stories supplied subscribers during 1954 by CBS Newsfilm, division of CBS News & Public Affairs under Vice President Sig Mickelson, included the hydrogen bomb explosion in the Pacific, shootings by Puerto Rican nationalists in the U. S. House of Representatives, Atlantic Coast hurricanes, midwestern and Texas floods, Army-McCarthy hearings, Indo-Chinese war and national political campaigns.

G-K Budgets $1 Million For California Construction

BUDGET of approximately $1 million has been set by Gross-Krasne Inc. for the expansion of California Studios, Hollywood, construction on which started today (Jan. 10) and is scheduled for completion within four months.

Structures to be erected include three new sound stages, air-conditioned with thermostatic control. An ultimate total of 11 major stages will reportedly give California more shooting stage space than is currently available for tv film production at any studio.

FILM PRODUCTION

ERKO Inc., Hollywood, started pre-production on *Hey, Taxi*, new half-hour-tv film series to be made with cooperation of Teamsters Union (Chauffeurs Div.). Original comedy, suspense and human interest stories, centered around taxi driver, will be supplied by union members in nation-wide contest with taxi driver union official, attorney and producer representative selecting stories to be filmed, awarding $50-$100 prizes each. Producer is Robert Erlik, with plans for early spring production start.

Jerry Fairbanks Productions, Hollywood, signed by Texas Co., N. Y., to shoot "The Story of a Star," 35 mm. Eastman color film of Texaco operations; 27-minute version will be released to tv. Film Counsellors, N. Y., represented Texas Co.

RKO-Pathe, N. Y., has produced several one-minute tv spot announcements for National Foundation for Infantile Paralysis, some of

1ST telepulse in Sioux City, Iowa proves KVTV dominance

Top 10 shows
Top 23 shows
24 out of top 25

} ARE ON KVTV

All with a rating of 40 or better

The week of November 8-14, Telepulse moved into Sioux City, Iowa, and conducted the first television survey in this "2nd largest" of Iowa's markets. The results show clearly that KVTV dominates completely.

KVTV PULLS A 77 SHARE-OF-AUDIENCE RATING

Throughout the test week, Monday through Sunday, 6 p.m. to midnight, KVTV rates a spectacular 77 in share of audience. Whether it's local-live, film or network, the dominant station in Sioux City is KVTV.

Which all goes to show—

KVTV is the television buy in Siouxland.

Ask your Katz man for all the facts.

KVTV Channel 9

Channel 9
Sioux City, Iowa
CBS ABC DUMONT

A Cowles station. Don D. Sullivan, Advertising Director. Under same management as WNAX-570, Yankton—in the land where radio reigns.

Malenkov Quizzed

WORLD TV news beat was claimed last week by INS-Telenews for Charles E. Shutt, manager of INS-Telenews and News of the Day, Washington bureau, who obtained a questionnaire interview with Soviet Premier Georgi Malenkov on New Year's eve. INS-Telenews said Mr. Shutt was the first tv and newsreel man to secure an interview with the Kremlin's ruler. It was obtained by persistent requests of the Soviet embassy in the Nation's Capital, taking a year and a half before this persistence was rewarded, according to INS-Telenews.

Premier Malenkov's answers were read for the cameras in Washington by Soviet Ambassador Zarubin. They were cabled to Washington from Moscow and included a bid for a diplomatic conference to settle Far Eastern problems.

which feature Benny Goodman Trio, Baird Puppets, John Cameron Swayze and singer Jaye P. Morgan.

Hollywood Television Productions, Jersey City, N. J., is producing *The Golden Girls of Golf,* quarter-hour tv film series featuring noted Bauer sisters, for release late in February.

RANDOM SHOTS

Berns Television Productions, N. Y., established as producers of live dramatic and variety tv programs at 40 E. 49th St.; telephone: Plaza 1-0554.

Van Coervering Productions, Chicago, producers of *Adventures Out of Doors,* has appointed Stevens Pictures for Television, Atlanta, as southern sales representative, covering 13 states out of five branch offices.

Houston-Fearless Div., Color Corp. of America, L. A., announces new continuous contact printer for 16mm black-and-white or color motion picture film.

Sportsvision Inc. (delayed sports film), S. F., has appointed Telefilm Enterprises, N. Y., as sales representative in 13 New England and Middle Atlantic states; Television Film Distributors, Denver, in Rocky Mountain states from Canada to Mexico, and H Quenton Cox and Merrill Rawson in Oregon. Firm also named distributor of *Adventures of Danny Dee,* half-hour juvenile cartoon series. Danny Dee Enterprises Inc., Hollywood, has completed first 30 films and 10 more expected ready this month.

FILM PEOPLE

Paul A. O'Bryan, Dow, Lohnes & Albertson (law), Washington, elected secretary-treasurer and board member, Quality Films Inc. *(Championship Wrestling From Hollywood),* L. A., succeeding late **Horace L. Lohnes,** who owned 33.5% interest in firm.

Lee Savin, executive vice president, United Television Programs, Hollywood, to Gross-Krasne Inc., same city, as executive vice president and general manager of all G-K enterprises.

Chadyeane M. Gooding, formerly with KACY (TV) St. Louis, to production dept., Kling Film Productions, Chicago, as assistant.

NCAA MEMBERS SOUNDED OUT ON FIVE TV PLANS FOR '55

The national football telecast controls of past years proved to be an ever festering point among the schools at last week's convention. The Big Ten again hints of rebellion. The Pacific Coast Conference reiterates its stand for a regional plan. A straw vote is to guide the tv committee in its proposal for fall.

GROWING disaffection for the National Collegiate Athletic Assn.'s policy of nationally-controlled telecasting of college football games was in evidence at the NCAA's 49th annual convention in New York last week.

But no clear-cut judgment could be ascertained on the final course the 1955 television committee will adopt toward a program for next fall. However, these major developments did unfold:

- The Western Conference (Big Ten) urged adoption of a national-regional plan and voiced a threat that if its stand were repudiated, it might have to withdraw from the NCAA program, leading possibly to "unrestricted" television in the Midwest.
- The Pacific Coast Conference stood firm for regional telecasts, but did not buttress its stand with any threat, implied or overt.
- The Eastern Collegiate Athletic Conference recommended establishment of a plan similar to the one in effect for the past several years, setting up national controls for protection of attendance of the games of lesser attraction.
- The National Opinion Research Center, Chicago, issued its sixth annual report on the effects of television upon college football attendance, showing that attendance during 1954 rose 2.5% over 1953 but attributing this "modest increase" to larger student enrollments and slight advancement in personal incomes (See separate story, page 58).

The question of which type of television program to select for 1955 was discussed at a round-table meeting Thursday at the Hotel New Yorker, attended by about 300 directors of athletics. Harvey Cassill, U. of Washington and chairman of the 1954 television committee, summarized five possible plans.

Following discussion by several delegates from the floor, one delegate from each of the NCAA member colleges was asked to indicate by written straw vote his preference on a 1955 plan. It was stressed that the straw vote represented only "an expression of opinion" for the guidance of the 1955 tv committee and opinions expressed would be kept confidential, even from NCAA membership. The nature of the 1955 program, delegates were told, is the responsibility of the new committee, which will forward its recommendations to NCAA membership for a mail referendum in the spring.

Plans that delegates were to consider in the straw poll were as follows:

1. The 1954 tv plan, calling for one game telecast per Saturday. No college team to be telecast more than once during the season, and point of origin of weekly telecasts to be widely distributed geographically with all NCAA districts represented.

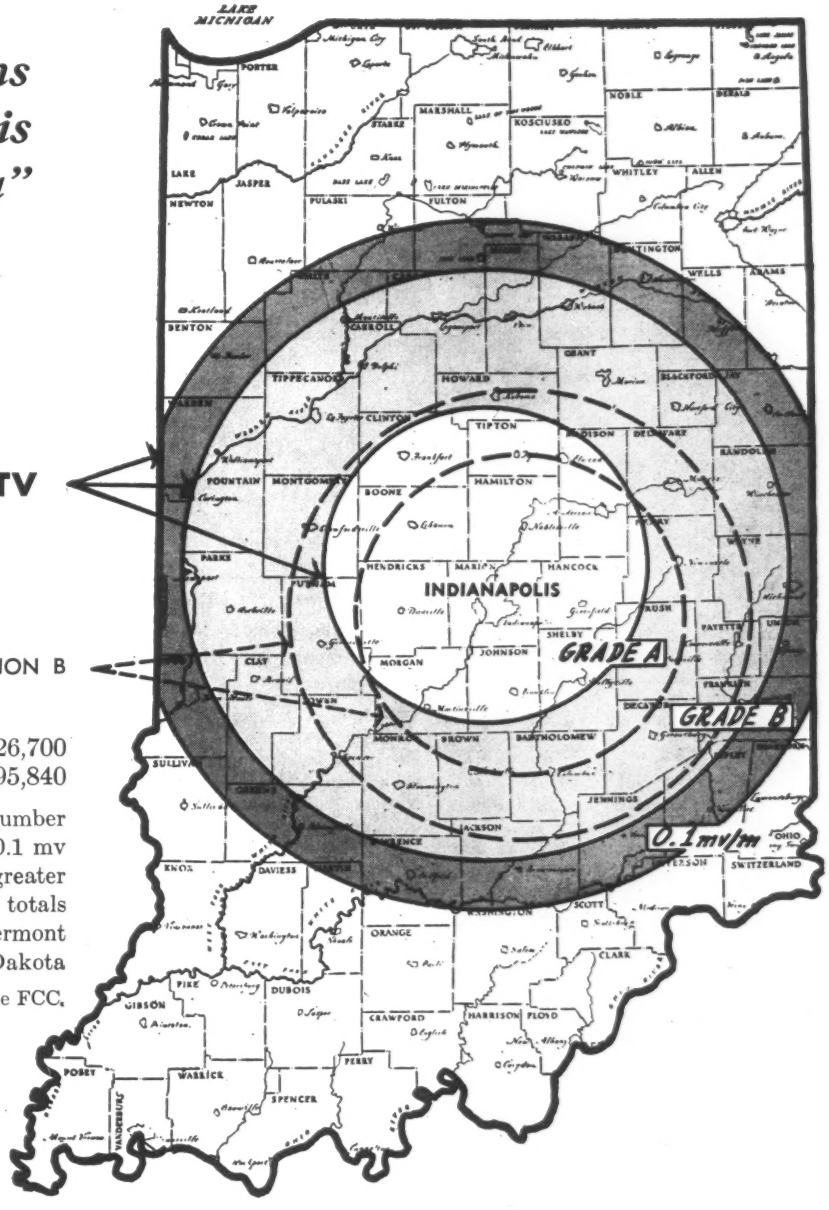
2. National-regional type of program with national control through the medium of an NCAA tv committee which would establish basic limitations for operation of the program within each region. Controls may take several directions. For example, the U. S. could be divided into regions for television purposes along traditional groupings; institutions be allowed to telecast one game at home, and one away from home, on stations in regions where game is played; an institution be restricted to a choice of either regional or national telecasting (but not both); each institution be allowed to negotiate its own television contracts with the consent of opponents in games involved.

3. The "one-rule" plan with a single turn governing the "live" television of member institutions' football games. Under the plan any member institution may telecast one of its home games and appear on television in one of its away games, only one of which may be carried on a network (carried into more than one tv market area). Member institutions may make their own arrangements under this one restriction.

4. Regional program under which regions would be established along traditional lines.

THE NCAA last week heard a warning from Herbert O. "Fritz" Crisler (picture at left), U. of Michigan athletic director, that the Western Conference (Big Ten) might withdraw from the NCAA tv program if a limited television program, instead of the national-regional setup favored by the Big Ten, is adopted. Thad Brown (at microphone in picture at right), NARTB vice president, also spoke. Flanking him are Harvey Cassill (l), chairman, and Asa S. Bushnell, director, of the 1954 NCAA Tv Committee.

More reasons why WFBM-TV is "First in Indiana"



COVERAGE:

POPULATION, 1954 2,226,700
FAMILIES, 1954 695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota

*Circles indicate contours as registered with the FCC.

WFBM-TV
INDIANAPOLIS

Represented Nationally by The Katz Agency
Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

No telecast across regional lines. Maximum telecasting of one home and one away game per college.

5. No restrictions plan, under which each member college would negotiate for the telecasting on a local, regional or national basis. There would be no rules imposed by the NCAA concerning the number of an institution's tv appearances or the area covered by its telecasts.

The 1955 television committee that will frame this year's plan was to be elected at a business meeting on Friday.

In addition to Mr. Cassill, the 1954 television committee consisted of J. Shober Barr, Franklin & Marshall College; Walter Byers, executive director of the NCAA; Jefferson J. Coleman, U. of Alabama; Herbert O. (Fritz) Crisler, U. of Michigan; Eugene F. Flynn, Holy Cross College; Howard Grubbs, Southwest Conference; Wilbur V. Hubbard, San Jose State College; Robert J. Kane, Cornell U.; Reaves E. Peters, Big Seven Conference, and E. L. Romney, Mountain States Conference. Asa S. Bushnell, Eastern Collegiate Athletic Conference, served as director of the 1954 tv committee.

In a report to the convention, Mr. Cassill characterized the 1954 plan as "successful," claiming it had achieved its objectives.

An indirect challenge to NCAA's controlled plan was expressed by Father Edmund Joyce, moderator of athletics of Notre Dame U. Father Joyce, who said he detected "a considerable cleavage of thought" at this convention, said he was opposed to the secret straw ballot that was to be taken, pointing out that NCAA delegates had the right to know "the temper of feeling" among the membership. He contended the results of the straw vote could serve as a guide to members in asking questions on the plan that appears to be in favor.

"No matter which plan is indicated as the preferred one in the straw poll," Father Joyce said, "I know I have a lot of questions that I want answered."

In reply, Chairman Cassill told Father Joyce he could bring up the matter at the business meeting on Friday.

Mr. Crisler, spokesman for the Western (Big Ten) Conference, contended that sentiment had grown in the Big Ten for the so-called "national-regional" plan, pointing out that some "pressure" had been exerted by state legislatures in the seven mid-western states that support state institutions in that area. He warned that the conference could "not hold the line" for a nationally-controlled plan and said it would be forced to withdraw from the 1955 plan. This could lead, he said, to "unrestricted" tv in the conference area.

Al Masters, Stanford U. and spokesman for the Pacific Coast Conference, spoke briefly in support of the regional plan. He claimed that the best interests of the Pacific Coast would be served by such a plan.

One unusual sidelight to the convention was a charge by Jack Trinsey, national director of the newly-organized American Television College Football Fans.

The ATCFF was organized by Mr. Trinsey and other college football fans throughout the country "to enable college football to flourish and live with television" [B•T, Jan. 3]. He said he had been invited to attend the convention and submit views to the tv committee, but claimed he had been told he would not be permitted to talk.

Thad H. Brown Jr., NARTB tv vice president, told NCAA in a brief talk that "readjustments, new ideas, new concepts, imaginative thinking on an individual basis, are all necessary to keeping up with, and taking advantage of, this modern world of opportunity."

AN ATTEMPT to present the viewpoints of college football fans before the convention was made by (l to r) Charles Avison of Los Angeles; Jack Trinsey of Hulmerville, Pa., and William N. Ormsby of Boston. They are officers of the newly-organized American Television College Football Fans, and accused the NCAA of "blocking" the efforts to bring the views of fans to the convention floor.

Grid Crowds Gained 2.5% in '53—NORC

NCAA-sponsored study also discloses substantial increase in tv set circulation, but nevertheless gives an indirect endorsement to limited television program.

SIXTH annual report of the National Opinion Research Corp., Chicago, circulated at the NCAA convention in New York last week (see story, page 56), showed that attendance at college football games in 1954 registered a 2.5% gain over 1953.

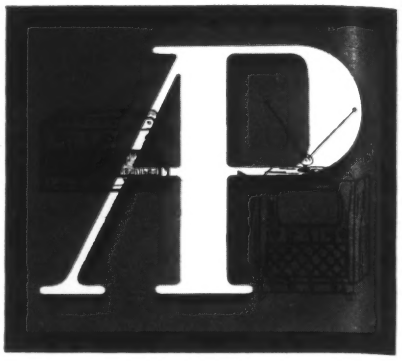
The report, prepared by NORC at the behest of NCAA, attributed the "overall modest" increase in ticket sales in 1954 to "the slight advances in personal incomes and the continued growth in student enrollments."

NORC provided a tabulation of paid attendance at games from 1947 through 1954, with a corresponding table showing the number of television sets in circulation, based on NBC and ABC estimates for Nov. 1 of each year. It showed that in 1947-48 (average per two years), paid attendance was $15,248,000 and sets in circulation, 426,000; 1949, $15,675,000 and 3,025,000 sets; 1950, $15,172,000 and 9,169,000 sets; 1951, $14,272,000 and 14,556,000 sets; 1952, $14,196,000 and 19,751,000 sets; 1953, $13,754,000 and 26,364,000 sets; 1954, $14,091,000 and 32,262,000 sets.

NORC observed that in 1954 the "small rise" in attendance was accomplished despite an increase of almost six million new tv sets during 1954. It voiced the opinion that the new tv set owners consisted primarily of persons in the lower economic group, who never had "great interest" in college football and who were not attenders.

In an indirect endorsement of a limited television program, NORC stated that the "slight upturn" was accomplished in a period of "vast population and income gains," and stressed that attendance remains "well below the pre-television peaks." The report added:

"Were the present limited television program to be replaced by wide-open television of major games, or by another program which would substantially increase the number of top games available locally on tv screens, all evidence indicates a further adverse effect on attendance levels generally."



Sales and Service Wed; Sponsor Blissful

AP News Wins Steady Renewal

Station WRAK, Williamsport, Pa., likes the number "13." One of its advertisers has sponsored an AP news program for that many years.

It is the station management's opinion that this success story of consistent renewals is based on (1) genuine public service and (2) concrete sales performance.

"Confair News," sponsored by the Confair Bottling Co., Williamsport, Pa., is broadcast over WRAK at 12:15 p.m. daily, Monday through Saturday. Holding an audience day in and day out for thirteen years has paid off in the increasing business enjoyed by this soft drink manufacturer.

To quote the sponsor, Mr. Z. H. Confair, President of Confair Bottling, "We are happy to renew each year, knowing that we are presenting an invaluable public service, made possible by the comprehensive coverage of The Associated Press."

And from J. Wright Mackey, Commercial Manager at WRAK, this comment: "We work hard to keep our sponsor happy . . . Associated Press is a welcome aid in renewing a satisfied account."

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"About 100 injured... Sticking with it.

Will call you back."

Case History No. 4

Merrill Morris, news director of WMTR, Morristown, N. J., had just arrived home. It was late. A full day at the station was behind him. The phone rang. He was told:

"Bleachers at the Dover auto speedway have collapsed. Looks like a good story."

Morris called The Associated Press, then headed for the speedway, 15 miles away. Enroute, he picked up a police bulletin:

"All available ambulances needed in Dover. Urgent!"

The speedway was a scene of busy doctors and ambulance crews. A quick check gave Morris the broad facts.

"Looks like about 100 injured," he reported. "Sticking with it. Will call you back."

Although WMTR couldn't use the news until the next morning, Morris stuck with the story all night . . . interviewing doctors, victims, relatives.

Finally the story was wrapped up and Morris went home to bed.

Even as Morris slept, WMTR continued to protect The AP.

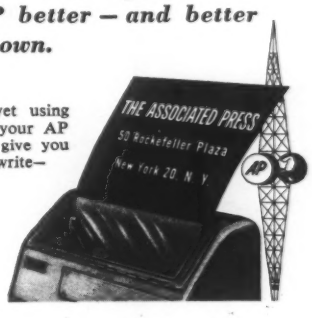
Station Manager Kenneth Croy and Nick DeRienzo followed up on the condition of the injured.

Once again, Station WMTR — noted for being on top of the news — had done a top-notch job for The Associated Press and fellow AP members everywhere.

"We give The AP the complete story as quickly as possible and we hope other members will do the same. The more all of us contribute the better the entire AP report will be."

Merrill Morris, Kenneth Croy and Nick DeRienzo are among the many thousands who help make The AP better — and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands...know the most famous name in news is AP

NARTB BOARD LINES UP HEAVY AGENDA FOR MEETING IN FLORIDA JAN. 26-28

High on list will be problems caused by the log-jam of countless conventions and clinics. Smaller committee meetings will also be held in Hollywood, Fla., commencing Jan. 23.

NARTB's Board of Directors will seek a solution to one of the industry's pressing problems —the log-jam of conventions and clinics—at its winter meeting to be held Jan. 26-28 at Hollywood Beach Hotel, Hollywood, Fla.

With the industry growing in both size and complexity, radio and tv executives have become involved in heavy expenditure of time and money because of the staggering lineup of business meetings.

NARTB President Harold E. Fellows will take a series of recommendations designed to whittle the meeting schedule down to practical size, saving both time and some of the estimated $3.5 million spent in attendance. The association has been studying the question for some months.

Extent of the meeting problem was shown in a B•T analysis of ideas submitted by 400 stations [B•T, Dec. 13, 1954]. This study cited 59,048 man-days spent away from station offices to attend industry meetings.

Meeting Attendance Up

While declining attendance of NARTB district meetings has been causing concern in recent years, the 1954 figure was slightly higher than 1953. Even so, many of the meetings failed to show the spirit and interest found at state association sessions where programming was livelier and delegates stayed in their chairs while programs were underway.

NARTB's board will decide—or ask a committee to consider—whether NARTB, Radio Advertising Bureau, Television Advertising Bureau, Broadcast Music Inc., AP broadcasters and the 40-plus state associations should merge their meetings so management and staff executives can get maximum benefit from programs with minimum loss of office time and money.

The meeting problem and many others will come before the separate Radio and Tv Boards as well as the combined boards. A series of smaller meetings will start Jan. 23 when the NARTB Tv Code Review Board will meet. The code group will consider a plan to invite such related industry units as advertisers, agencies and film distributors to participate in code operation. At a December meeting with American Assn. of Advertising Agencies the whole code problem was discussed in detail [B•T, Dec. 6, 1954].

If additional industry agencies are invited to join stations and networks in subscribing to the code, basic changes in the whole code process will be involved. These would include display of the Seal of Good Practice. NARTB has not yet announced withdrawal of the seal from a subscriber. John E. Fetzer, head of the Fetzer Stations, is code board chairman with J. Leonard Reinsch, WSB-TV Atlanta, serving as vice chairman.

Code board actions will be presented to the NARTB Tv Board Jan. 26. The Radio Board meets Jan. 27, with the combined boards assembling Jan. 28. Clair R. McCollough, Steinman Stations, is chairman of the Tv Board. Henry B. Clay, KWKH Shreveport, La., is chairman of the Radio Board.

Group meetings are planned Jan. 24 by the Television Finance Committee and General Finance Committee. The By-Laws Committee meets Jan. 25 along with the Convention Committee. Messrs. McCollough and Clay are co-chairmen of the convention group, which held a preliminary meeting, one of a series, in Washington last Thursday.

Legislative problems will receive serious attention during the board sessions. Association officials are concerned over the recent stand taken by Speaker Sam Rayburn (D-Tex.) against reporting of Congressional proceedings by the electronic media. They face, too, an upcoming investigation by the Senate Commerce Committee's staff investigation of networks and uhf. Just a few days ago NARTB filed a detailed statistical report on the extent of beer-wine sponsorship based on a questionnaire survey covering most of the industry. It was filed with the House Interstate & Foreign Commerce Committee [B•T, Jan. 3].

First detailed report on NARTB's million-dollar project to conduct a tv circulation census will be submitted to the Tv Board. Tests of various survey methods have been conducted by Alfred Politz Research Inc. The association's preliminary work is financed by a $34,000 grant. The circulation measurement methods are being checked against findings of a new type of recording device attached to tv sets. This machine was developed especially for the NARTB testing.

Discussion of association financial problems will include a report showing membership at a high point (see separate story). This, of course, simplifies the budget discussion since station contributions have been rising. A new membership campaign is getting underway along with a separate "membership maintenance program." The budget runs around $700,000.

Harold See, KRON-TV San Francisco, will appear before the Tv Board as chairman of the Telcvision Film Committee. The committee has been considering such problems as uniformity of film contracts in an effort to bring order into this chaotic field.

A report of the NARTB Am Committee, headed by James L. Howe, WIRA Fort Pierce, Fla., will cover the committee's proposal that volunteer panels of NARTB members provide yardsticks of industry information covering income and cost trends and other topics. At least 150 stations would take part in a plan of this sort. The committee is promoting a check-list system by which stations may evaluate their sales departments and it wants more enthusiasm stirred up for the annual National Radio & Tv Week.

A report from the NARTB Fm Committee, headed by Ben Strouse, WWDC-FM Washington, will call on the board to continue resisting efforts to tear space out of the 88-108 mc band so more vhf frequencies can be obtained. The committee is considering ways of providing more income for fm stations by use of multiplexed services permitting broadcast of more than one program at a time.

One of the active committees, Freedom of Information, will report to the board on its fight to attain equality with other media in covering public events. The Sports Committee, which has similar problems, also will report.

Other topics will include the copyright situation; plans to seek extension of remote operating privileges to directional stations and those with power over 10 kw. The Tv Board will discuss subscription tv projects and community antenna systems.

NARTB Membership Attains Peak at Turn of Year

NARTB membership reached 1,868 at yearend as the association acquired 49 radio and tv stations during December. Stations added to the active member roster include:

RADIO: KAWL York, Neb.; KBIX Muskogee, Okla.; KCHR Charleston, Mo.; KDEC Decorah, Iowa; KDET Center, Tex.; KEX and KEX-FM Portland, Ore.; KGFW Kearney, Neb.; KITE and KITE-FM San Antonio, Tex.; KJAN Atlantic, Iowa; KJFJ Webster City, Iowa; KMDO Ft. Scott, Kan.; KOBK Owatonna, Mo.; KOGA Ogallala, Neb.; KRIB Mason City, Iowa; KSIS Sedalia, Mo.; KTTR Rolla, Mo.; KVOG Ogden, Utah; KWBM Williston, N. D.; KYW Philadelphia; WAVZ New Haven, Conn.; WBAR Bartow, Fla.; WBRV Booneville, N. Y.; WBZ-WBZA and WBZ-FM Boston-Springfield; WCLI and WCLI-FM Corning, N. Y.; WDBQ and WDBQ-FM Dubuque, Iowa; WDLC Port Jervis, N. Y.; WDOT Burlington, Vt.; WDOV Dover, Del.; WGBA Columbus, Ga.; WHEE Martinsville, W. Va.; WHIL Medford, Mass.; WIOK Tampa, Fla.; WIPS Hudson Falls, N. Y.; WJW and WJW-FM Cleveland; WKAL Rome, N. Y.; WKWF Key West, Fla.; WMMB Melbourne, Fla.; WNPT Tuscaloosa, Ala.; WOSC Oswego, N. Y.; WOWO and WOWO-FM Ft. Wayne, Ind.; WPON Pontiac, Mich.; WROW Albany, N. Y.

TELEVISION: KBAK-TV Bakersfield, Calif.; KBET-TV Sacramento, Calif.; KBMT (TV) Beaumont, Tex.; WKTV (TV) Utica, N. Y.; WMBR-TV Jacksonville, Fla.; WTOP-TV Washington, D. C.; WTVW (TV) Milwaukee.

PAYING HONOR to FCC Chairman George C. McConnaughey (2d from l) when he spoke to Southern California Broadcasters Assn. in Hollywood on "Regulatory Controls of the Communications Industry," are (l to r): William Beaton, general manager, KWKW Pasadena and past president, California State Broadcasters Assn. and SCBA; Mr. McConnaughey; Robert J. McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and SCBA president; Mrs. Thelma Kirchner, general manager, KGFJ Hollywood and SCBA secretary-treasurer; Norman Ostby, vice president, Don Lee Broadcasting System, Hollywood, and SCBA vice president, and Bernard H. Linden, engineer in charge, FCC Los Angeles office.

Solid Side Rack Cabinet
Copper Tubing Inductor
Rack Panel And Shelf Assembly
Special Dial Plate
Sectionalized Control Desk From Gates Cabinet Factory
Power Tube Socket
Meter Shorting Switch
Gates
MANUFACTURES MANY THINGS FOR THE Electronic INDUSTRY
Yes — many Gates manufactured items are supplied to other manufacturers or directly to users. More and more for quality and fast service, Gates is relied upon for both standard and special design items. Try Gates first whether the need is large or small. You will be pleasantly surprised.
Variable Edgewise Inductor
100KW Transmission Line Bracket
Hi-Power Dummy Antenna
Solenoid Relay
ON AIR
Studio Signal Light
Cast Aluminum Rack Mounting Assembly
Power Meter Shorting Switch
Open Side Rack Cabinet
GATES
GATES RADIO COMPANY
QUINCY, ILL., U. S. A.
Manufacturing Engineers Since 1922
Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

PREDICTS INCREASE IN RADIO-TV SPOT

Adam Young, new SRA president, sees 1955 prospects "excellent" for tv spot business; asks for true and accurate evaluation of radio.

PROSPECTS for increased television national spot business in 1955 are "excellent," and there is every reason for spot radio advertising to grow.

This outlook for the national spot field was offered last week by Adam J. Young, newly-elected president of the Station Representatives Assn., who based his observations on a survey conducted by SRA and its members on prospective business for 1955.

"With 100 new television stations on the air in 1954," Mr. Young said, "and with television also proving to be a most potent sales medium, the prospects for national spot business in 1955 are excellent."

Mr. Young was less forthright about prospects for the outlook in national spot radio, but declared:

"The best way to put it is to say that in 1955 'radio will be reborn'. The very success of television is, to an extent, overshadowing the growing radio medium. Many advertisers are testing out television or looking for the right combination of the two broadcast media. Since there is every reason for spot radio advertising to grow, stations and their representatives face the difficult problem of helping stations, advertisers and their agencies to evaluate radio truly and accurately."

As reasons why radio "must move up to largely increased volume," Mr. Young cited the following information on radio's strength:

"The only medium reaching virtually every person in 95-98% of all homes; multiple sets take radios to all rooms in the home with personal listening; radios in 30 million cars make radio the largest outdoor medium; countless bulk hours of listening by individuals and groups in stores, hotel rooms, garages, factories, barber shops; 25 million radio sets sold in the last two years; average home listening same in 1954 as in 1953, though radio was in more homes, and radio listening increased in tv homes."

PROSPECTS for 1955 national spot business are checked by (l to r) John P. Blair, who has just concluded two terms as president of Station Representatives Assn.; T. F. Flanagan, SRA managing director, and Adam J. Young Jr., newly-elected president of the association.

As evidences of the "rebirth of radio," Mr. Young pointed out that the representative firms, through the association, had completed a new spot radio presentation, setting forth new concepts of media planning that fit 1955; the Radio Advertising Bureau is stepping up its promotion of national spot business and N. C. Rorabaugh and James M. Boerst have promised more complete spot radio reports [CLOSED CIRCUIT, Jan. 3; also see page 32].

Looking toward the future, Mr. Young asserted that programming in radio has become "the foremost station problem." He said that stations cannot lean "so heavily" on networks as heretofore, and claimed that many stations without network affiliation are "dominant in their markets, purely as a result of outstanding local programming."

Another problem facing radio stations, according to Mr. Young, is that methods of buying time gradually are changing. Station representatives, he said, are in a position to suggest simplified methods of buying radio time to produce more income for stations and also to point out to stations examples of successful programming that may strengthen their weak periods.

Treyz Discusses Phila. Advertising Expenses

ALTHOUGH Philadelphia has a high average of weekly viewing, local advertisers there are funneling money at a far greater ratio into newspapers than into television, according to Oliver Treyz, president of Television Bureau Inc.

Mr. Treyz' look at the Philadelphia market was contained in his first major address as head of the new tv industry promotion bureau. He spoke Wednesday before the Tv Assn. of Philadelphia at the Poor Richard Club.

An impressive array of figures was presented by Mr. Treyz to back up his assertion that in Philadelphia local advertisers are more resistant to tv while national advertisers are more receptive to the medium.

The figures as presented by Mr. Treyz: in 1954, advertising expenditures on tv in Philadelphia totaled $43.5 million, of which $28 million was for network, $8 million for spot and $7.5 million for local. In newspapers, a total of $50 million was spent by advertisers in the Quaker City, $12.5 million of it by the national advertiser and $37.5 million by the local advertiser.

Thus, according to Mr. Treyz, national advertisers prefer television in Philadelphia by a ratio of 3 to 1 while local advertisers there favor newspapers 5 to 1. Mr. Treyz noted that the number of hours viewed per week per family in Philadelphia stands at 30.4.

The TvB president said the bureau would endeavor to find out why the discrepancy in local advertiser interest as between newspaper and television.

Annual Bar Group Dinner

THE annual banquet of the Federal Communications Bar Assn. will be held Jan. 21 at the Mayflower Hotel, Washington. Harold E. Mott, Welch, Mott & Morgan, is chairman of the banquet committee; R. Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis, tickets, and Corwin R. Lockwood Jr., Hogan & Hartson, reservations. The annual FCBA membership meeting takes place the same day at lunch.

AAAA Seeks Uniform Availabilities Form

Compton Adv.'s Ruth Jones suggested a standard format in a speech on Dec. 7, 1954; her idea was endorsed by H-R Reps.' Frank Pellegrin and forwarded to the AAAA.

A REQUEST that station representatives provide samples of individual forms used for submitting radio and tv availabilities to timebuyers has been made by the American Assn. of Advertising Agencies' Radio-Tv Committee.

The bid is an outgrowth of a move stimulated by a public statement by Ruth Jones, broadcast supervisor of Compton Adv., to standardize forms used by stations and their representatives [CLOSED CIRCUIT, Jan. 3]. Standardization of such forms also has been on the AAAA committee agenda for some time.

Miss Jones urged a standard form in a talk Dec. 7, 1954, at a Radio & Television Executives Society timebuying and selling seminar in New York, noting that it would be helpful to all timebuyers if stations and representatives would agree on such a form.

Endorsing Miss Jones' suggestion, Frank E. Pellegrin, vice president of H-R Representatives and H-R Tv Inc., originally urged in a letter to Frank Silvernail, BBDO radio-tv manager and chairman of the AAAA Radio-Tv Committee, that a group be appointed to review standard forms now in use by representatives or stations. Mr. Silvernail relayed the letter to AAAA.

Mr. Pellegrin said:

"As you well know, from your own experience during your timebuying days, when any timebuyer is given a rush job to do, he frequently will have to buy 40 or 50 markets—maybe more.

Essence Alike, Detail Different

"These will be submitted by 20 or 30 different representative firms—maybe more. Each firm has its own pet form on which it submits availabilities. They are alike in essence but different enough in detail that the timebuyer can never find the same piece of information in the same place on any two forms.

"The wear and tear on his eyesight and nervous system must be terrific."

Mr. Pellegrin proposed that the AAAA working group review all of the so-called "standard forms" now in use, compare relative merits and come up with a recommended single standard form, which combines the best features. He suggested that the form be "truly uniform" from the viewpoint of timebuyers so that it would be "easier to buy radio or television." He said: "On that basis, I am sure the AAAA would have the wholehearted cooperation of all sales elements in the industry."

This standard form would be a contribution to the industry such as the forms standardized for contracts by AAAA and NARTB, Mr. Pellegrin continued.

The reason why the request was not turned over the Station Representative Assn., Mr. Pellegrin said, was that every representative "now thinks his own form is the best." Additionally, he observed, it should be the timebuyer and not the salesman who "should call the shots and say what he prefers rather than having the salesmen get together and decide on what they are going to let the buyer have, whether he likes it or not."

Smith Elected Director For NARTB District 16

CALVIN J. SMITH, KFAC-AM-FM Los Angeles, returns to the NARTB board as director of District 16 (Ariz., So. Cal., Nev.), having been elected last week to fill the vacancy created by resignation of Albert D. Johnson, formerly of KOY Phoenix and now general manager of KENS (TV) San Antonio. Mr. Johnson has resigned after moving to Texas.

MR. SMITH

Mr. Smith served on the board in 1941-42 and 1948-52 as director for District 16. He has been active on NARTB committees. Other nominees for the District 16 vacancy were William J. Beaton, KWKW Pasadena, Calif.; Richard O. Lewis, KTAR Phoenix, and George Whitney, KFMB San Diego.

Election procedure for the nine odd-numbered district directorships, plus one each of the four-at-large classifications, whose terms expire with the 1955 NARTB convention, got underway last week. Certification forms specifying an eligible representative of each member station were sent out by C. E. Arney Jr., secretary-treasurer. Nominating forms and certified lists will be mailed by Feb. 21 with ballots to be returned by March 6. Nominees have until March 14 to reject nomination (five votes required for a place on final ballot), with votes to be counted April 8.

N. Y. Broadcasters Plan Syracuse Meeting Jan. 12

PLANS for the first meeting of the New York State Assn. of Radio and Television Broadcasters in Syracuse Jan. 12, were announced last week by Hamilton Shea, vice president of NBC in charge of WRCA-AM-TV New York, chairman of the association's organizing committee. Chairman of the Syracuse meeting will be William Fay, WHAM Rochester. J. J. Bernard, WGR-TV Buffalo, is co-chairman.

New York is the 43d state in which radio-tv associations have been formed by broadcasters. At the Jan. 12 meeting, scheduled for the Hotel Syracuse, officers of the association will be elected.

Twelve Judges Named To Decide VOD Contest

TWELVE JUDGES have been selected to judge the eighth annual Voice of Democracy contest, picking four national winners from the state and territorial victors, according to James D. Secrest, of Radio-Electronics-Tv Mfrs. Assn., who heads the VOD committee.

The four winners will receive their $500 scholarship awards at a Washington luncheon to be held Feb. 23. State and territorial winners will receive tv consoles. Contestants last November voiced radio-tv essays on the topic, "I Speak for Democracy."

Named to the board of judges were: E. LaMar Buckner, president, U. S. Junior Chamber of Commerce, which sponsors the contest jointly with NARTB and RETMA; Elizabeth Ellen Evans, winner in last year's contest; Harold E. Fellows, president, NARTB; Rev. Timothy J. Flynn, director, radio-tv communications, Archdiocese of New York; J. Edgar Hoover, FBI; Clement Johnston, president, U. S. Chamber of Commerce; George C. McConnaughey, FCC chairman; Glen McDaniel, RETMA president; Drew Pearson, commentator; Rabbi Abba Hillel Silver, Congregation Tifereth Israel, Cleveland; Waurine Walker, president, National Education Assn., and J. Ernest Wilkins, assistant secretary, Dept. of Labor.

New York AWRT Chapter To Discuss News Mechanics

THE MECHANICS of gathering, evaluating and presenting news over radio and television and ways and means of dramatizing the news will comprise the theme of an all-day conference of the New York chapter of the American Women in Radio & Television, to be held Saturday at the Hotel Savoy-Plaza there.

The morning session, which will concentrate on a discussion of news gathering, judging and presentation, will offer a panel of speakers, including Sig Mickelson, CBS vice president in charge of news and public affairs; Dave Zellmer, CBS News, executive producer for television; Jesse Zousmer, CBS, news writer for radio, co-producer of CBS-TV's *Person to Person;* Howard Kany, manager, CBS Newsfilm, and Ned Calmer, CBS news correspondent.

The principal luncheon speaker will be Davidson Taylor, NBC vice president in charge of public affairs, who will talk on "Projecting the News."

The panel for the afternoon session, which will be devoted to methods of winning news attention to a particular radio and television program or product, will consist of Dan Mich, editorial director of *Look* magazine; Hal Boyle, Associated Press; Susan Adams, DuMont Television Network; Maggi McNellis, WABC-AM-TV New York; Reuben Frank, managing editor, NBC-TV *Background,* and Martha Deane (Marian Young Taylor), MBS-WOR New York.

Zabin Elected President Of League of Adv. Agencies

JAMES B. ZABIN, partner in Posner-Zabin Adv., New York, has been elected president of the League of Advertising Agencies, it was announced last week. Mr. Zabin, who will be officially installed in his new office at an annual dinner Jan. 21 at the Advertising Club, New York, succeeds Louis E. Reinhold, Richmond Adv. Service.

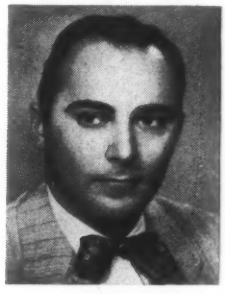
MR. ZABIN

Other new officers elected are: Lester Harrison, Lester Harrison Inc., Irving Davis, Irving Davis Adv., and Lester Loeb, Lester Loeb Adv., vice presidents; Julian Ross, LAA executive secretary; Max Sinowitz, Chelsea Adv., secretary, and Charles Ford, Iverson-Ford Assoc., treasurer.

Directors for the coming year will be: Max B. Pearlman, Leonard Adv.; Benjamin Reiss, Friend-Reiss Adv.; Duane Jones, Duane Jones & Co.; Russell Fradkin, Fradkin Adv.; Arthur Bandman, Artwill Co.; Kenneth Rader, Friend, Krieger & Rader Inc.; Larry Schwartz, Wexton Co.; A. D. Adams, A. D. Adams Adv., and David E. Rothschild, David E. Rothschild Adv.

Sitrick to Take NARTB Publicity, Information Post

JOSEPH M. SITRICK, assistant chief of the International Press Service of U. S. Information Agency, will join NARTB Jan. 31 as director of publicity and informational services. He succeeds John H. Smith Jr., who has resigned to join the public relations staff of Chrysler Corp. in Detroit [B•T, Jan. 3].



MR. SITRICK

Mr. Sitrick has a wide industry acquaintance through six years service in the government information program and previous work on the B•T editorial staff in Washington and New York. When the information activity came under the State Dept. he was special assistant to the Assistant Secretary of State in charge of public and Congressional relations. For a time he was Congressional correspondent for Voice of America and later VOA special events director in Washington.

He was employed at WHBF Rock Island, Ill., after World War II service and then joined B•T. In World War II he was production director of the Armed Forces Radio Service in Washington. Prior to war service he was special events director of WSUI Iowa City, Iowa, and holds a BA degree in radio from Iowa State U. He attended high school in Davenport, Iowa. He is married and has two daughters.

Bucky Powell Leaves FCC, Joins NARTB Legal Staff

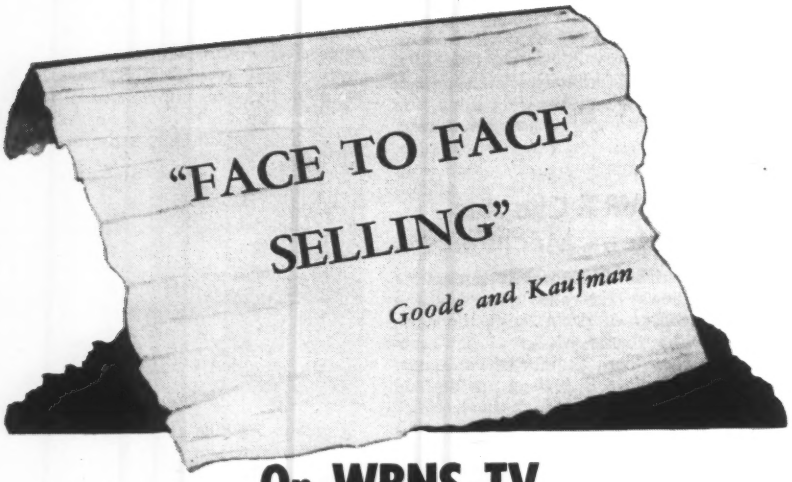
WALTER R. (Bucky) POWELL, chief of the FCC Renewal & Transfer Div., Broadcast Bureau, joins NARTB's legal department as staff attorney, effective Jan. 10. He will report to Vincent T. Wasilewski, NARTB chief attorney, and succeeds Abiah A. Church, who left NARTB Dec. 20 to join the legal staff of Storer Broadcasting Co. in Miami.

Mr. Powell has been chief Commission counsel for the Broadcast Bureau in the license renewal proceedings involving WICU (TV) Erie, Pa., whose principal owner is Edward O. Lamb.

With FCC since 1946, Mr. Powell, 42, has specialized in broadcast matters and was named chief of the transfer branch in 1948. A Washington native, he received his AB from Center College, LL.B. from George Washington U. in 1938 and LL.M. from Georgetown U. in 1940. His government career began as a trial attorney with the Dept. of Justice Anti-trust Div. In World War II he was a lieutenant-commander in the Navy. He is married and has two daughters.

Md.-D.C. 'Watchdog' Unit

NEW Freedom of Information Committee has been formed by Leslie H. Peard Jr., WBAL-AM-TV Baltimore, as president of Maryland-District of Columbia Radio & Tv Broadcasters Assn. Members are Tom White, WBAL, chairman; Theodore Koop, CBS Washington; Charles J. Truitt, WBOC-AM-TV Salisbury, and Alan Long, WFMD Frederick. The committee operates as a "watchdog" agency in the area, working with the NARTB Freedom of Information Committee.



On WBNS-TV

Bill Zipf

Bill Zipf's daily round-up of farm news includes weather, rural events and livestock reports and has a dominant audience in WBNS-TV's 33 county coverage area. Advertisers find Bill's face to face commercial approach a direct sales getter.

Aunt Fran

Daily at 5 p.m. Aunt Fran faces her loyal WBNS-TV audience of children and mothers for a half-hour of playtime and crafts. Aunt Fran's appealing and clever commercial presentations send mothers out to buy, for this top rated program is a by-word of the young, and a product by-law of parents.

Kitchen Fair

Jeanne Shea welcomes her audience daily at 2 p.m. to her Kitchen Fair, where guest cook's recipes are closely coordinated with advertisers' products. Actual demonstration by Jeanne and her guests, coupled with eye appeal and a variety of product usage make Kitchen Fair not only a top rated WBNS-TV program, but a top rated sales vehicle.

A LIMITED NUMBER OF SPOTS are currently available on these daily programs which contribute greatly to WBNS-TV's reputation as one of the most sales-minded and outstanding stations in the country.

WBNS-TV

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

DEVELOP 'CREATIVE' PERSONNEL—PACK

WBC national program manager decries lack of training development of new production, programming people.

RADIO BROADCASTING industry was urged last week by Richard Pack, national program manager of the Westinghouse Broadcasting Co., to train and develop "creative" radio production and programming personnel.

He told a meeting of officials of WBC's five 50 kw radio stations at a radio-only meeting that television has "a surplus of competent tv production and programming executives" but radio "just hasn't been training new programming personnel." The meeting was held last Thursday through Saturday at the Hotel St. Regis in New York and was attended by executives of KDKA Pittsburgh, KYW Philadelphia, KEX Portland, WBZ Boston and WOWO Fort Wayne.

"Too many radio program managers, producers and disc jockeys," Mr. Pack said, "are afflicted with a nerve-deadening malady which might be called 'tv frustration.' They are spoiling to get into television even though they know that both the financial and personal rewards can be as great in radio as in tv."

A five-point "therapy" program was offered by Mr. Pack to cure tv-minded radio personnel of "tv frustration." He said radio station employes ought to keep in mind that the American people bought more radio sets than tv sets in 1954; a good local radio disc jockey "makes more than a lot of network television personalities;" their major opposition is the other radio stations and not the television stations in their town; the music-and-news formula should be applied "resourcefully and imaginatively," and "a good radio man is hard to find these days."

Mr. Pack disclosed plans for three joint public service operations by WBC stations to be built around public education, mental health and juvenile delinquency. He said that some programs will be uniform for all stations, while certain phases will be handled purely on a local basis.

Through WBZ and KDKA, Mr. Pack said, WBC plans to produce cooperatively two or three program packages for the Quality Radio Group, of which WBZ and KDKA are members. He noted that these might be written by KDKA personnel and produced at WBZ.

Other speakers during the three-day meeting were Chris J. Witting, president of WBC; David E. Partridge, national advertising and sales promotion manager; Eldon Campbell, national sales manager, and Joseph E. Baudino, executive vice president. Another speaker was E. V. Huggins, vice president of corporate affairs, Westinghouse Electric Corp.

Mr. Witting announced that a similar meeting would be held at a later date for officials of Westinghouse television stations—WBZ-TV Boston, WPTZ (TV) Philadelphia, KPIX (TV) San Francisco and KDKA-TV Pittsburgh.

WAIM-TV to Increase Power

WAIM-TV Anderson, S. C., reports plans to increase power to 207.5 kw Feb. 15. The station says its new transmitter will be equipped to handle network color programs. The uhf ch. 40 outlet went on the air Dec. 15, 1954, as a CBS-TV affiliate.

36 - 24 - 36
WOW!

KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- ***Antenna Height:*** 1441 feet above sea level, the highest in San Francisco
- ***Power:*** 100 KW, the top power authorized for Channel 4
- ***Audience:*** 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.

Have you heard of KRON-TV's new idea in late evening mystery programming? Get the interesting details from your Free & Peters office.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

No. 1 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented nationally by Free & Peters, Inc.

FIFTH VHF GOES ON FOR MPLS.-ST. PAUL

THE FIFTH vhf station in the Minneapolis-St. Paul market was set to begin commercial programming yesterday (Sunday). Also scheduled to debut at the weekend, in North Carolina, was the 10th operating educational outlet.

In Minneapolis, KEYD-TV (ch. 9), owned by the Family Broadcasting Corp (KEYD-AM), will be affiliated with DuMont Tv Network and represented by H-R Tv Inc. Henry C. Klages is president and Lee L. Whiting vice president and general manager. KEYD-TV is the fifth station in the market, two of which are sharetimers.

Educational WUNC-TV Chapel Hill, N. C., was to begin regular programming last Saturday. The ch. 4 station will offer film and kinescope recordings of its programs to commercial tv's in the state. Richard Burdick, former Hollywood writer-actor and recently with the McClatchy Broadcasting Co. in Sacramento, is executive producer.

With these debuts, the number of operating tv stations totals 424.

Other Starters

Reports from other stations:

WEAT-TV West Palm Beach, Fla., began commercial programming Jan. 1 and claims it has received good reception reports. Ch. 12 WEAT-TV, the third station there, is operating at 112 kw. It is a primary ABC affiliate and represented by the Walker Co. James R. Meachem is president of licensee WEAT-TV Inc.

WFLA-TV Tampa, Fla., owned by the Tribune Co., has announced construction is in progress and that programming will start in late February. The ch. 8 station plans to affiliate with NBC. It is represented by Blair-Tv Inc.

WILK-TV Set to Become Second 1,000 Kw Uhf Tv

WILK-TV Wilkes-Barre, Pa., with the help of clear weather, yesterday (Sunday) was set to become the nation's second uhf tv station to operate at the maximum one million watts, according to Thomas P. Shelburne, managing director. Another Wilkes-Barre station, ch. 28 WBRE-TV, began operation at full 1,000 kw Dec. 31.

Because of sleet, WILK-TV was prevented from making a final adjustment in the transmission line last Thursday, when it originally planned to increase to the new power. The ch. 34 station will use a General Electric 45-kw transmitter with six klystron tubes. The climb to 1,000 kw will be spread over a couple of days, Mr. Shelburne said, in order to protect the equipment and allow engineers to keep check as the power is fed gradually.

Mr. Shelburne said that with the aid of good weather the adjustment was to be made last Friday.

WTVW (TV) Boosts to 316 Kw

WTVW (TV) Milwaukee, operating at 100 kw since it went on the air last Oct. 27, has increased its power to 316 kw, according to Soren H. Munkhof, station manager. The increase has enabled WTVW to extend its coverage area from 40 miles to 50-to-65 miles, and to reach about 500,000 sets, the ch. 12 station claims. A new RCA 50 kw transmitter is providing the new power. WTVW also announced it has received the first shipment of steel for its new 1,105-ft. tower, to be located on the same site as the present temporary one on the north side of the city.

Hood Named WKRC Manager

HUBBARD HOOD, sales manager of WKRC Cincinnati for the past three years, has been promoted to general manager of the station, according to David G. Taft, executive vice president of Radio Cincinnati Inc., which operates WKRC and WKRC-TV. Mr. Hood has been with WKRC radio sales since September 1940 and was appointed to his present post as sales manager in February 1952.

MR. HOOD

KTVK (TV) Completes Tower

COMPLETION of the antenna tower of KTVK (TV) Phoenix has been announced by Robert Latham, chief engineer of the station. The tower is 220 ft. above ground and 1,67[illegible] ft. above average terrain and will transmit "100 kw power to 83% of Arizona's tv families," according to the station. Target date for the ch. 3 station is Jan. 15. A test pattern was scheduled for last week.

The Hangin' of Soddy Joe

On the moonless night of October 3rd, 1878, a character known only as Soddy Joe stole a horse from a Kansas farmer.

Four hours later, a posse caught Joe just west of Great Bend and hung him from this tree.

That's swift action!

And if you want SWIFT *SALES* ACTION for *your* product, turn the job over to WIBW—the radio station Kansas farmers listen to *most.** We've been hanging up sales records for the past 30 years.

*** Kansas Radio Audience 1954.**

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

YOU MIGHT TRAVEL 421 MPH ON THE GROUND—*

BUT . . . YOU NEED WKZO-TV TO COVER GROUND IN WESTERN MICHIGAN!

The WKZO-TV television market is *much* larger than you'd guess. It includes more than 514,000 television homes in the 29 most populated Western Michigan and Northern Indiana counties!

January, 1954 Hoopers, left, show that WKZO-TV is far and away the number-one station in this area. WKZO-TV gets almost two-thirds more *evening* viewers, almost five times more *afternoon* viewers, one-and-a-half times more *morning* viewers, than the next station!

Let Avery-Knodel give you all the facts on WKZO-TV —Channel 3, and the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids.

GRAND RAPIDS-KALAMAZOO HOOPERS
JANUARY, 1954
SHARE-OF-TELEVISION-AUDIENCE

	MON.-FRI. 7 a.m.-12 noon	MON.-FRI. 12 noon-5 p.m.	SUN.-SAT. 6 p.m.-12 midnight
WKZO-TV	80%†	85%	62%
B	31%†	15%	38%

† *Adjusted to compensate for the fact that neither station was on the air all hours.*

NOTE: Sampling was distributed approximately 75% in Grand Rapids area, 25% in Kalamazoo area.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** In 1954, Lt. Col. John P. Staff rode this fast in a rocket-propelled testing sled at Holloman Air Force Base in New Mexico.*

WCPO-TV Inaugurates Series Of Mysteries in New Format

A NEW PATTERN in tv film programming, utilizing a late evening mystery series titled *Shock*, was launched last Monday by WCPO-TV Cincinnati, according to an announcement by Ed Weston, assistant general manager of the Scripps-Howard station.

The program, scheduled Monday through Friday, 11:15 p. m. to 12:15 a. m., is sub-titled *Inner Sanctum* and at the start will feature this NBC Film Div. series. Two different half-hour films are run in the hour. When the *Inner Sanctum* run is completed, *Shock* will continue with other mystery films stressing climactic punch-endings. A film series will run for 7½ weeks and will include 39 shows, thus allowing distributors a fast turnover, Mr. Weston said. This film package, he continued, "cuts station costs up to 50%".

Mr. Weston said he has been negotiating with many film syndicators who are interested in this type of station sale: Ziv, MCA, NTA and Flamingo.

KOSI Readies for Power Boost

KOSI Denver, Colo., has awarded a contract for a custom-built 15-kw transmitter to Fritz Bauer, consulting engineer of Springfield, Mo., the station has announced. The switch from its present 1 kw to 5 kw on the same frequency, 1430 kc, is scheduled to take place May 1.

Gracious, indeed, are New Orleans homes

—but gracious! Where are the occupants?

Thanks to its Deep South climate, New Orleans is an *outdoor* city. That's important to remember when advertising to the South's biggest market. And this makes it a very important fact that WDSU has more out-of-the-house listenership than any other New Orleans station.

Success in reaching its audience with programs of great consumer acceptance means that sponsors, too, have enjoyed great success in reaching WDSU's receptive audience with resultful sales messages. Won't you ask us about availabilities?

WDSU RADIO NEW ORLEANS — VITAL TO THE SOUTH'S BIGGEST MARKET

GITTLESON NAMED WMUR-AM-TV V.P.

NORMAN J. GITTLESON, formerly station manager and commercial manager for WJAR-TV Providence, R. I., has been appointed vice president-general manager of WMUR-AM-TV Manchester, N. H. Mr. Gittleson, who has been with the Rhode Island station since April 1950, assumed his new post Jan. 2.

MR. GITTLESON

Ch. 9 WMUR-TV is licensed to The Radio Voice of New Hampshire Inc. and is 96.66% owned by former Gov. Francis P. Murphy. The station is affiliated with ABC and DuMont and is represented by Weed Television Corp., N. Y.

Gov. Murphy last week declared that he was more than pleased to have Mr. Gittleson head his company after his success in the operation of WJAR-TV, and anticipated a repeat of these accomplishments at Manchester.

Mr. Gittleson began his television career at WFMY-TV Greensboro, N. C., after many years in radio sales and promotion with various stations. He served with the U. S. Navy for four years before moving to WJAR-TV.

Conference-Call News Circuit Arranged by Five in S. C.

FIVE South Carolina stations have formed a conference-call news circuit by which stories of statewide news interest are exchanged. In pre-arranged order, each newsman reports over the loop, with stations tape-recording the programs for a wrap-up of state news. The plan was devised by Charles Wickenberg, news director of WMSC Columbia, S. C. Participation newsmen include Harry Gianaris, of WCSC Charleston; Ervin Melton, WJMX Florence; Jim Hobbs, WSPA Spartanburg, and Monty DuPuy, WFBC Greenville.

The conference call method is less costly than direct line pickups, according to C. Wallace Martin, manager of WMSC, and serves as a good program source as well as prestige builder. Mr. Wickenberg said the idea grew out of Marine Corps procedure, where commanding officers talk on a loop to all battery commanders. Each station shares in cost of the 15-minute five-way circuit.

WRCA-AM-TV Calls 1954 Best in Stations' Histories

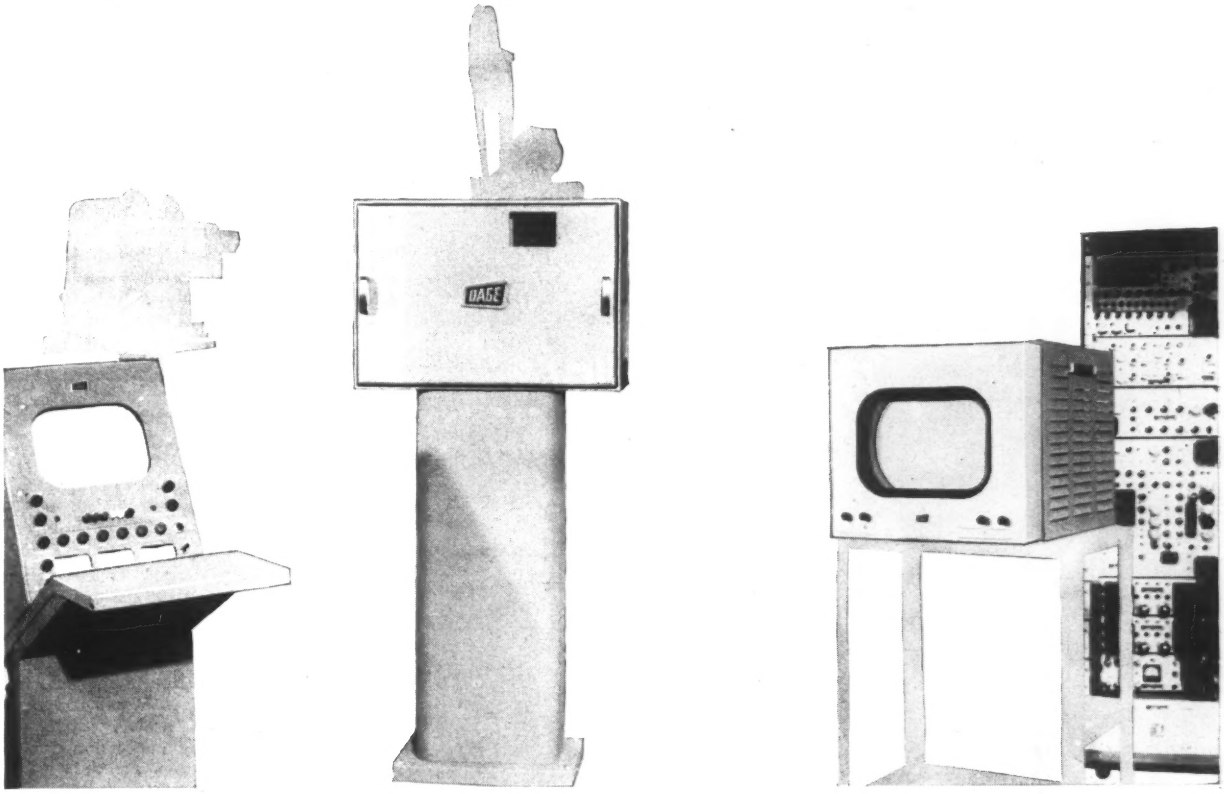
"MOST auspicious year in the stations' histories —programming, sales and operations-wise" was recorded during 1954 by WRCA-AM-TV New York, according to Hamilton Shea, NBC vice president in charge of WRCA-AM-TV, and Ernest de la Ossa, stations' manager.

WRCA radio time sales reached a record peak in 1954. Local sales ran 48% more than those made in 1953. National spot sales were "well ahead" of those in the previous year.

In tv, WRCA-TV's time sales for 1954 were 29% higher than they were in 1953. High point of the year was set in August when records show $2½ million in net billings.

Superior Quality

at one-half the price of comparable systems!



COLOR-VISION *Film Camera System*

- Complete Package including rack mounted equipment and accessories
- Requires very little floor space
- Backed by a growing organization
- Clean, sharp picture with excellent color fidelity
- Quick Delivery

The recent purchase of Dage by Thompson Products combines Dage's pioneering spirit and electronics genius with the integrity, experience and financial security of one of the most respected names in American industry.

The new Michigan City plant provides a six-fold increase in engineering and manufacturing facilities.

Dage Also Makes Monochrome Equipment

VIDICON FILM CAMERAS
STUDIO AND PORTABLE SYNC GENERATORS
MASTER MONITORS
SWITCHING EQUIPMENT
TV FILM PROJECTORS
HIGH QUALITY VIDEO MONITORS—PORTABLE AND RACK MOUNTED
MICROWAVE RELAY EQUIPMENT

DAGE

WIRE COLLECT for Detailed Information and Prices!

DAGE TELEVISION DIVISION | THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA

WGN-AM-TV's 1954 Slate 'Outstandingly Successful'

WGN-AM-TV Chicago recorded an "outstandingly successful" 1954 as WGN marked its 30th year and WGN-TV its sixth milestone, Frank Schreiber, manager and treasurer, stated in a yearend summary.

Mr. Schreiber said the tv operation "developed a successful plan of nighttime programming with film" the past year and said radio "continues to make pertinent progress, especially with the rural and small town areas, and the future looks very encouraging."

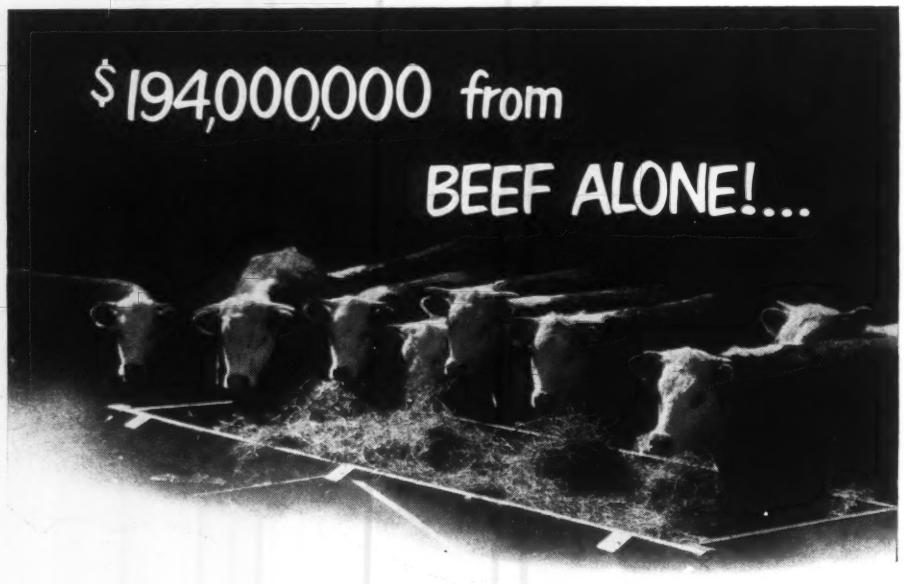
William A. McGuineas, commercial manager, WGN-AM-TV, reported a 13% increase in national spot and local revenue the last six months of 1954 over the same period in 1953.

WCUE Has Record Billing

RECORD gross billings at WCUE Akron, Ohio, during 1954 were 18.1% higher than those in 1953, Tim Elliot, president of the outlet announced last week. Combined gross local and regional business was up an estimated 18% over 1953. National spot business increased by 12.5%. Estimated net profits, before taxes, exceeded those of the previous year by 26.8%.

WVEC-TV Records Increase

INCREASE in national business of over 400% during the last four months of 1954 was reported last week by WVEC-TV Norfolk, Va. Thomas P. Chisman, president of the ch. 15 uhf outlet, cited local spot sales as being up over 200%, and predicted a record year for the station in 1955.



...In WIBW-TV-Land

Beef is buying power in WIBW-TV Land. There's $194 million worth of it, and that's only 14.7% of total buying power in our coverage area!

This is a billion-dollar-plus market that WIBW-TV sells *best*. With our new 1010-foot tower and greater power, we're delivering over 128,000* of these big-buying families.

See your Capper man about it; he'll show you how to get a *big* chunk of this *big* market.

* 10/1/54

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-
DUMONT-
ABC
Interconnected

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Charlotte Cooperation

A NEWS SCOOP that epitomized cordial press-broadcasting relations was registered on Dec. 29 by WBT-WBTV (TV) Charlotte, N. C., when the stations simultaneously broadcast the sale of the *Charlotte Observer* to the Knight newspaper interests by Mrs. Curtis B. Johnson. The Jefferson Standard stations were invited by the newspaper to be the first to make the announcement. James L. Knight, vice president of the Knight newspapers and new president and publisher of the *Observer*, flew to Charlotte and with Mrs. Johnson broadcast news of the sale. WBT-WBTV broke the story at 6:30 p.m. and the *Observer* headlined the story the next morning. The past cooperation between the stations and the *Observer* was credited for the scoop. This was climaxed last October when WBTV telecast a salute to "National Newspaper Week." Mr. Knight, who is former general manager of the *Miami Herald*, has several radio-tv interests [B•T, Jan. 3].

Weed Sees Rise in Tv Spots On Locally-Produced Shows

AN EXPANSION in spot tv programs, wherein programs are locally-produced for national advertisers, is seen for 1955 by Joseph J. Weed, president of Weed Television Corp., station representatives.

In a forecast to client stations and to advertisers last week, Mr. Weed said stations have mastered most production techniques and, in some instances, created original formats which have wide appeal to local audiences. Mr. Weed made particular note of news and special events treatment by local outlets which use basic material supplied by national and world-wide news services. Stations are able to weave in the local viewpoint which may be lacking in network presentations, Mr. Weed said.

Strides have been made in the development of community-level panel and discussion programs, Mr. Weed reported, adding that the potential is high for locally-produced children's shows and interview programs.

KRON-FM Suspends

KRON-FM San Francisco, on the air since July 1, 1947, operating on 96.5 mc, suspended operations on Dec. 31, 1954. A station spokesman said the action was taken because it was decided that "the effort, energy and money" expended on KRON-FM could be "better devoted to other broadcasting services of the company." The station's suspension in no way affects KRON-TV San Francisco, he added.

WTVI (TV)'s CP Telethon

PLEDGES in the cerebral palsy telethon conducted just prior to the holidays by WTVI (TV) St. Louis were at the $80,000 mark last week, with both pledged and unpledged funds still coming into the station. WTVI is a uhf outlet operating on ch. 54, competing against two vhf outlets. John D. Scheuer Jr., WTVI executive vice president and general manager, said the talent lineup for the Dec. 17-19 telethon included artists from a dozen other local tv and radio outlets, plus the services of 4,300 volunteer workers. Talent included Ted Mack and Mel Torme, Joe Garagiola, sportscaster, and 200 other radio and tv personalities.

TWO Free & Peters sales executives are made "Colonels of the Year" in recognition of outstanding personal development and sales performance in 1954. Receiving awards from F&P President H. Preston Peters (c) are Arthur Bagge (2d from l), midwest radio sales manager at Chicago, and Lon King (2d from r), tv account executive in the Detroit office. Taking part in presentation are Russell Woodward (l), executive vice president for radio, and Lloyd Griffin (r), vice president for tv.

BRANHAM CREATES UNIT OF 'JUNIOR DIRECTORS'

The representation firm also announces the election of three new vice presidents: Patzlaff, McCauley and Harding.

A NEW "junior board of directors" has been created by the Branham Co., station representation firm. The board's first meeting was to be held in Chicago over the past weekend.

According to M. H. Long, chairman of the board, who made the announcement, the junior board is a form of "multiple management" that has been used successfully in many types of industries. He said the Branham firm anticipates "that it will prove particularly advantageous in the media representation field."

At the same time, Mr. Long announced the election of three new vice presidents: Walter F. Patzlaff at San Francisco, who is in charge of the West Coast operation; J. Sloane McCauley of the newspaper division, and George Harding of radio and tv, both at Dallas.

The junior board members were selected from the younger stockholder-employes, according to Mr. Long, who said they represented a cross-section of the Branham selling organization on a geographical basis.

Newly-elected junior board members and their headquarters are Frank Stapleton and Thomas B. Campbell, New York; A. J. Engelhardt Jr. and Dudley D. Brewer, Chicago; Edwin C. Charney, Detroit; Norman E. Noyes, Los Angeles, and Horace L. Ralls, Atlanta.

REPRESENTATIVE APPOINTMENTS

KBAK-AM-TV Bakersfield, Calif., respectively appoint Weed & Co. and Weed Television Corp., both N. Y.

WJW Cleveland appoints Katz Agency Inc., N. Y.

KFJI-TV (under construction) Klamath Falls, Ore., and affiliated **KWIN** Ashland, Ore., appoint W. S. Grant Co., S. F.

Storer Appoints Kelley

WILLIAM E. KELLEY has been appointed an executive in the New York national sales office of the Storer Broadcasting Co., Tom Harker, SBC's vice president and national sales director, announced Wednesday.

MR. KELLEY

Mr. Kelley headed the sales department of KGBS-TV (now KENS-TV) San Antonio when that station was purchased by the Storer organization. He later became national sales director of that station, and held that post when Storer sold it to the San Antonio Evening News Pub. Co.

STATION PEOPLE

John F. Crohan appointed station manager, WICE Providence, R. I., succeeding **John C. Martin.**

Robert Murray, operations assistant, WSRS Cleveland, appointed station manager, affiliated WDBF Del Ray Beach, Fla.

MR. MURRAY

William Dempsey, educational director, KPIX (TV) San Francisco, appointed program manager, succeeding **R. W. Wassenberg,** who moves to KTVU (TV) Stockton, Calif., as station manager.

Edward F. Glacken, formerly assistant program director, WBOC-TV Salisbury, Md., to WFMZ-

HOW TO GO BIG-TIME IN TV WITHOUT OWNING FORT KNOX

Buy PASSPORT TO DANGER . . . hottest property available to local and regional advertisers! This is a brand-new, bang-up show, the kind only the big networks can usually afford to put on . . . and it's yours at a remarkably low cost, well within the reach of almost all local sponsors. Nothing else you can buy gives you a star like this . . . slick production . . . elaborate foreign settings. And what a promotion you can build around the magic of Romero's name! No wonder Blatz Beer, Welch Grape Juice, and other "savvy" advertisers have already snapped it up. Better check your market . . . contact one of the offices below.

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

TV Allentown, Pa., as director of program operations.

William Thomas Hamilton, sales executive CBS, appointed sales manager, WNDU-TV South Bend, Ind., U. of Notre Dame outlet, effective Feb. 1.

MR. HAMILTON

Carl Langewisch, advertising salesman, KCOW Alliance, Neb., promoted to advertising manager.

William Hollenbeck, program director, KOVR (TV) Stockton, Calif., to newly-created position, studio manager, KFSD-TV San Diego, supervising filmbuying, programming and production.

Jay Watson, formerly assistant manager, KPOA Honolulu, to KOVR (TV) Stockton, Calif., in same capacity.

Daniel H. Burns, sales representative, WIS Columbia, S. C., appointed sales manager.

MR. BURNS

Mary E. McDonnell, editorial staff, *Radio-Tv Daily*, N. Y., appointed director of publicity, Municipal Broadcasting System (WNYC - AM - FM and proposed WNYC-TV New York).

Phil Sutterfield, formerly with WHAS Louisville to WNOX Knoxville as sports director.

John Thayer, account executive, KHOL-TV Kearney-Holdredge, Neb., promoted to regional sales director.

Joseph W. Seacrest, president, *Nebraska State Journal* (KFAB Omaha), Lincoln, appointed to three-year term, director, Federal Reserve Bank of Kansas City.

Gilbert Graham, appointed assistant production manager, WBBM-TV Chicago, succeeding **Eugene McClure,** who becomes sales traffic manager, succeeding **Jules Kantor,** who becomes account executive.

Howard Wormser, manager, publicity dept., KTLA (TV) Hollywood, resigns effective Feb. 1.

Roy Maner, formerly with WSOC Charlotte, N. C., to WIST there as account executive.

Dick Winters, WAAF Chicago, to station's sales staff.

George Kenyon appointed film director, WJBK-TV Detroit, succeeding **Robert Buchanan,** who has been appointed to tv sales staff; **David Shannon** to sales staff, WJBK.

Gilbert L. Fall, sales representative, film div., NBC, returns to KPTV (TV) Portland, Ore., as sales staff member.

Arthur Strickland, former staff writer and chief photographer, *Florence* (S. C.) *Morning News*, to WBTW (TV) Florence as chief photographer.

Jack Daly, formerly with WBRY Waterbury, Conn., to news staff, WRNL Richmond, Va.

Brooke Johns, Broadway personality of 1920s, started *Brooke Johns Show* Jan. 8, WGAY Silver Spring, Md.; **Joanne Johns,** daughter, also featured on program.

Claude (Buddy) Young, professional football player, Baltimore Colt, to WEBB Baltimore as disc m.c.

Cy Nelson, formerly with WGIL Galesburg, Ill., to WJJD Chicago, as disc m.c., succeeding **Stan Dale,** now in armed services; **Lani Lehua,** entertainer, signed by WJJD to do musical remote from Club Internationale, Chicago.

Tom Barry to WOL-AM-FM Washington as disc m.c.

Marin Morsch to WLBK DeKalb, Ill., arranging and broadcasting women's homemakers club program.

Bert Chance, sales manager, KOVR (TV) Stockton, Calif., to KBET-TV Sacramento (target date: Feb. 15).

Noel C. Breault, formerly sales manager, WEAN Providence, R. I., to WPAW Pawtucket, R. I.

REPRESENTATIVE PEOPLE

M. W. Harms Jr., formerly with Edward Petry & Co., N. Y., to tv staff, Avery-Knodel Inc., Chicago, as account executive.

Charles E. Haddix, S. F. sales manager, KLX Oakland, Calif., to Tracy Moore & Assocs., Hollywood, as northern California manager, with offices at 201 Monadnock Bldg.; telephone Exbrook 2-6444.

Edward C. Page, tv account executive, George P. Hollingbery Co., N. Y., to tv sales staff, Edward Petry & Co., same city.

Jerome A. Moore, account executive, Tracy Moore & Assocs., Hollywood, father of girl, Rae Alice, Dec. 28.

Lincoln P. Simonds, 59, Pacific Coast manager, Weed & Co. and Weed Television Corp., Hollywood, died Dec. 30.

NOW 34TH* IN FILLING STATION SALES

	FILLING STATION SALES	Millions
32	LOUISVILLE	$36.5
33	DAYTON	
34th	PHOENIX	$36.2
35	COLUMBUS	
36	Tampa — St. Petersburg	$35.8

*SRD Consumer Markets '54

Filling station sales are zooming because Phoenicians have the cars, the distances, the weather and the inclination to "go places."

Are YOU cashing in on this profitable market? You will — when you tell your sales story over KPHO and KPHO-TV! They are the fast-action, "get-results" media favored by advertisers who have products or services to sell to the motoring public in Arizona.

SOLD ~~reached~~ most effectively through . . .

KPHO-TV and KPHO

YOUR MEREDITH STATIONS

Channel 5 • CBS Basic
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

PLOTKIN REPORT ASKS REVIEW OF FCC, JUSTICE ACTIVITY IN NETWORK FIELD

Senate Commerce Committee probe of network and uhf-vhf problems is made ready by new Chairman Magnuson as Congress opens.

WHAT is likely to be the Senate Commerce Committee investigating staff's majority report on the current probe of tv networks and uhf-vhf problems was submitted to incoming Chairman Warren G. Magnuson (D-Wash.) last week.

Attorney Harry M. Plotkin, former FCC assistant general counsel who has been minority counsel for the investigation since it was initiated last summer by Sen. John W. Bricker (R-Ohio) as chairman under a GOP regime, made his report Wednesday to Sen. Magnuson.

The Plotkin recommendations reportedly suggest that the investigation be continued, but that the committee first take steps to ascertain if the Justice Dept. and the FCC are exercising their full authority in the respective fields where they are empowered to act against monopolistic situations.

Since Democrats took over leadership on Capitol Hill last week, Mr. Plotkin's report, written while he was minority counsel, presumably becomes the majority report, provided, of course, it is approved by the committee.

Mr. Plotkin's report came after a stepping-up of activity in the investigation on the part of attorney Robert F. Jones, former FCC commissioner and Ohio congressman, who under Sen. Bricker's chairmanship of the Commerce Committee has been majority counsel for the investigation. After a period of relative quiescence following Democratic victories at the polls Nov. 2, the investigation suddenly gathered speed again late last month, largely through the prompting of Mr. Jones.

Meanwhile, Mr. Jones, who also has been writing a report as majority counsel under the GOP tenure, said Thursday he had not yet submitted his report to Sen. Bricker. Mr. Jones' report presumably would become the minority report in a Democrat-controlled Senate.

Mr. Plotkin last week declined to say whether he would accept the post of majority counsel for the investigation under the Democrats if offered to him, beyond saying that he had not ruled out that possibility. Mr. Jones, asked Thursday whether he would be willing to continue in the changed position of minority counsel, said the question was somewhat inappropriate because he had not conferred with Sen. Bricker since the latter's return to Washington.

Probes to Continue

Sen. Magnuson, meanwhile, set the machinery in motion last week to continue all special investigations and studies currently being made by the Commerce Committee, including the probe of the networks and uhf-vhf problems. This was in the form of a resolution introduced on the floor by the Washington Democrat, asking authorization to carry on the committee's investigations initiated by Sen. Bricker, for which funds expire Jan. 31.

Sen. Magnuson's resolution is similar to that (S Res 173) approved last year for committee investigations under Sen. Bricker. The Senate at that time appropriated $115,000 for work by three subcommittees. The amount to be asked in Sen. Magnuson's resolution—which would be in effect from Feb. 1, 1955, to Jan. 31, 1956—was not specified pending the Commerce Committee's organizational meeting.

Sens. Magnuson and Harley M. Kilgore (D-W. Va.), who has proposed a probe of "monopolistic trends" in the communications field as chairman of the Senate Judiciary Committee, had not conferred by last Thursday on fields of activity in which they will operate to prevent overlap, but they apparently had reached an agreement on the problem.

Although the two senators had not talked together by Thursday, it was believed the agreement had been reached through their respective representatives. Under the plan [CLOSED CIRCUIT, Jan. 3], the Commerce Committee would examine the Communications Act of 1934 to determine if changes are needed. The Kilgore group would restrict its probe to the "monopoly" aspects of manufacturing company ownership of networks and radio-tv stations, and common ownership of newspapers and radio or tv and ownership of both radio and tv outlets.

Broadcaster Howard Chernoff, who has been asked by Sen. Kilgore to act as consultant for the "monopoly" probe, was scheduled to arrive in Washington today (Monday) to make recommendations to Sen. Kilgore on the nature and extent of the probe.

Mr. Chernoff, now a radio-tv consultant on the West Coast, conferred with Sen. Kilgore last month and afterward talked to network, radio-tv manufacturing and other officials in New York. Mr. Chernoff, part owner of WTAP-TV Parkersburg, W. Va., resigned a year ago as general manager of KFMB-AM-TV San Diego and still makes his home there.

Regarding a report that the Kilgore investigation did not plan to investigate "monopolistic" aspects of subscription tv, the West Virginia Democrat's office last week disowned such a report and said there was nothing to indicate

Subcommittee Chief's Job

SEN. WARREN G. MAGNUSON (D-Wash.) as late as last Thursday was reported debating whether he would take over the chairmanship of the Senate Commerce Committee's Communications Subcommittee. The incoming Commerce Committee chairman was said to be considering heading the subcommittee because of the "terrific importance" of the broadcasting industry as a molder of public opinion. Earlier, he had expressed his intention of heading the Maritime subcommittee.

Others being considered for the Communications Subcommittee chairmanship are Sens. John O. Pastore (D-R.I.) and A. S. Mike Monroney (D-Okla.). Other Democrats on the Commerce Committee are Sens. Lyndon B. Johnson (Tex.), George A. Smathers (Fla.) and Earle C. Clements (Ky.). Two Democrats will be added and its seven Republicans probably will remain, with Sen. John W. Bricker (R-Ohio), chairman during the 83d Congress, as ranking GOP member.

The House Commerce Committee, which will be headed by Rep. J. Percy Priest (D-Tenn.), will add seven new Democrats, while two Republicans will be dropped from the 31-man group. Rep. Priest has announced he will have standing subcommittees.

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When PASSPORT TO DANGER hit the market, it was snapped up in 30 cities within 28 days... by such big-time advertisers as Blatz Beer and Welch Grape Juice. What's more, it's the first syndicated series ever sold on the full CBC network. This show must really have something... and it does! No other show you can buy boasts the box-office magic of a star like Romero. He'll do your commercials, too... all at a price that fits easily into a modest budget. Orders keep coming in to the offices below... what about yours?

CESAR ROMERO, starring in...

PASSPORT TO DANGER

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the senator would not go ahead with his announced plan to take a look at the pay-as-you-see tv field.

It still was not definitely known last week whether Sen. Kilgore would head the investigation as chairman of the Senate Judiciary Committee or of its Anti-Monopoly subcommittee, or whether he would turn the active reins over to another senator who would be chairman of the subcommittee.

Speculation was rife last week on Capitol Hill on who would be named to head the subcommittee, which also, under Democratic-control of the Senate, is expected to hold investigations of the Dixon-Yates atomic energy contract.

Regarded as the most likely candidate to head the subcommittee was GOP Sen. William Langer (N. D.), who is said to be in agreement with Sen. Kilgore on many issues. Also in the running was Sen. Estes Kefauver (D-Tenn.).

Sidney Davis, who has been counsel for Sen. Langer's chairmanship of the anti-monopoly group under the Republicans, said last week he would remain as counsel with either Sen. Langer or Sen. Kefauver, if asked.

Sens. Kefauver and Thomas C. Hennings (D-Mo.) also are regarded as candidates for the Judiciary Committee's Juvenile Delinquency subcommittee, which held hearings during the 83rd Congress on tv programming for children.

Boxing Investigation?

BOXING may come in for an investigation by the Senate Commerce Committee, Sen. Warren G. Magnuson (D-Wash.), incoming chairman of the committee, said last week. Sen. Magnuson told reporters the committee may investigate possible racketeering in boxing, with its jurisdiction for such a probe to come from the large number of fights being televised. The International Boxing Club and its president, James D. Norris, were the subject of an expose-type article in a recent issue of *Sports Illustrated* magazine.

Ex-Gov. Pyle Undecided On Leaving Public Life

EX-GOV. J. Howard Pyle of Arizona, on leave as vice president of KTAR Phoenix, is undecided whether to stay in public life or return to broadcasting, he told B•T Tuesday. His second two-year term as governor ended Jan. 2.

MR. PYLE

Gov. Pyle has been offered an important government job by the White House, it was learned in Washington after he had talked with President Eisenhower, but he refused to answer any questions about the assignment.

With 20 years of broadcast experience prior to his Arizona executive post, he feels the urge to get back in the industry. "I'll do a lot of thinking in the next 10 days," he said, before leaving Washington for Phoenix. "After I clean up two or three things, I'll be in a better position to make up my mind. It's hard to get out of public life once you're in it."

Gov. Pyle was re-elected in 1952 by the largest majority ever given a state candidate in Arizona but lost out this year in the general election trend that brought defeat to many Republican candidates. He owns a little over 1% interest in KTAR and its affiliated KVAR (TV) at nearby Mesa (800 of 64,706 shares).

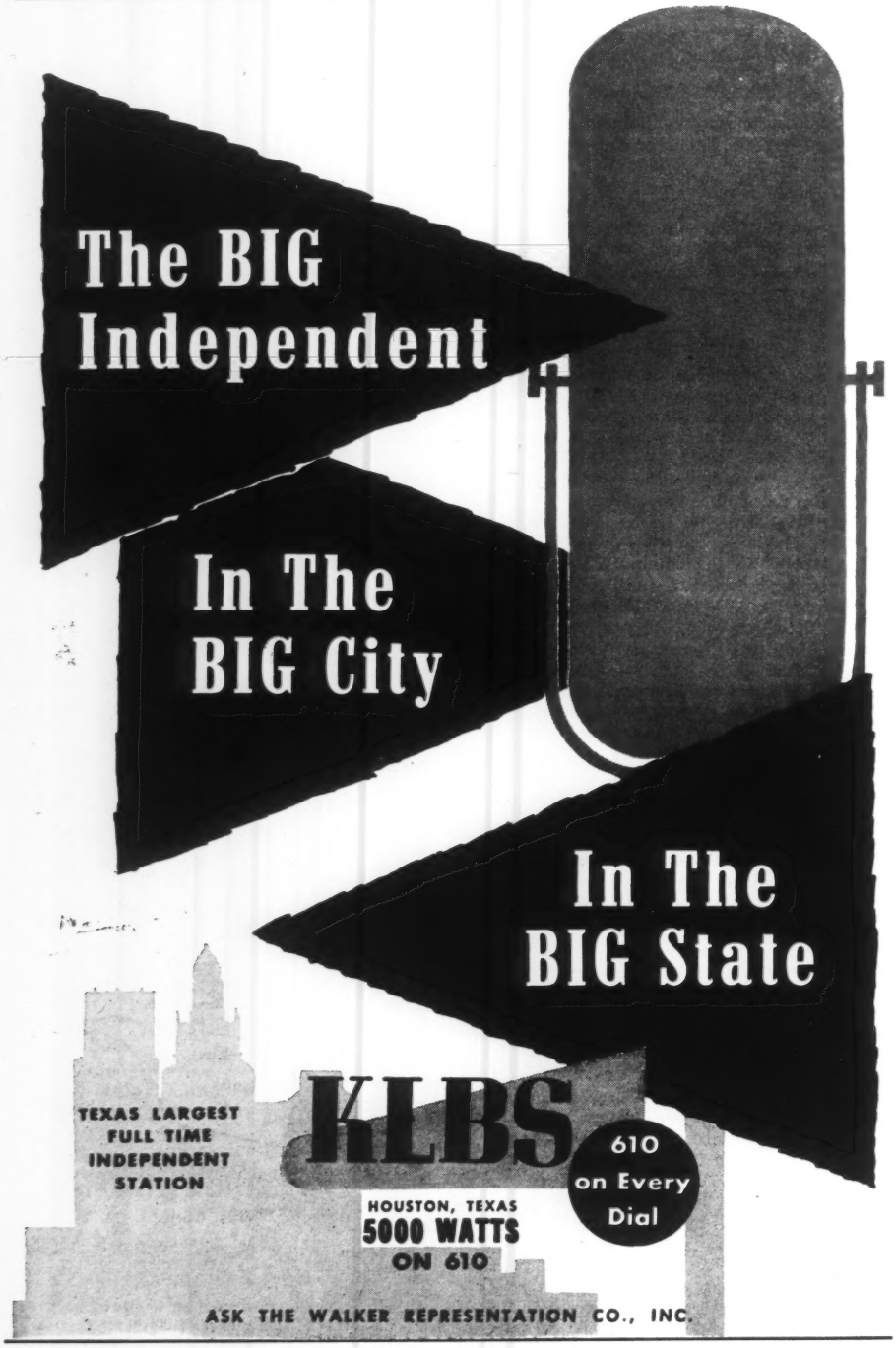
Portland Ch. 12 Loser Appeals Grant to Oregon Tv

AN APPEAL to the U. S. Court of Appeals in Washington against the FCC's grant of ch. 12 Portland, Ore., to Oregon Television Inc. [B•T, Aug. 2, 1954] and the Commission's denial of a request to reopen the hearing [B•T, Dec. 13, 1954] was filed last week by Columbia Empire Telecasters Inc., the unsuccessful applicant.

The Commission's grant to Oregon Tv Inc. was made primarily on the ground that it comprised new, non-broadcast and non-newspaper ownership in tv. It is principally owned by Portland businessmen, including Julius L. Meier Jr. (Meier & Franks department store). Columbia Empire was denied among other things, because its owners were affiliated with radio stations and newspapers (KPOJ-*Portland Journal* and Wesley I. Dunn, owner of KSFO and former owner of KPIX [TV] San Francisco).

Attack on Oregon Tv's qualifications by Columbia was based primarily on questions regarding the manner in which its proposed general manager, Walter J. Stiles, was hired and resigned, and the validity of the Commission's action regarding diversification. Columbia also claimed that Oregon misrepresented its plans for its antenna site, and was not financially qualified.

A third applicant, Northwest Television & Broadcasting Co., has not participated in the petitions for reconsideration or in the appeal to the court.



GRANT OF CH. 12 TO WPRO-TV AFFIRMED

FCC denies protests of WNET (TV), upholds earlier rulings granting the tv permit and special temporary authority to begin operation.

FINAL decision affirming its 1953 grant of ch. 12 to WPRO-TV Providence, R. I., was issued by FCC last week denying the Sec. 309 (c) economic protest filed by ch. 16 WNET (TV) there, which postponed commencement of the vhf station for more than a year.

In its final ruling, to which Comr. Robert T. Bartley dissented and in which Comr. Frieda B. Hennock did not participate, the Commission majority made effective immediately the special temporary authority earlier granted WPRO-TV to begin interim operation. Both grants of the ch. 12 permit and STA had been stayed by the Commission pending hearing of the protest.

FCC turned down WNET's claims of improper procedure in the protest hearing and in the original ch. 12 grant. The decision concluded the ch. 16 outlet was not prejudiced in the protest hearing—although the examiner did not make final conclusions and instead certified findings of fact to the Commission—since FCC considered all issues in its final ruling.

FCC found "without merit" WNET's arguments with respect to the Commission expediting procedure granting WPRO-TV the day after withdrawal of two competing applications by Hope Broadcasting Co. and Greater Providence Broadcasting Co. These dismissals were pursuant to an agreement on a proposed merger subject to later FCC approval.

FCC said the WPRO-TV grant represented "action taken on an application long on file with the Commission and pursuant to published and well-known regulations reasonably designed to meet the processing situation confronting the Commission."

The final ruling also denied three basic substantive arguments made by WNET. These included alleged violation of the multiple ownership rules, contravention of Sec. 319 of the Communications Act (premature construction) and violation of FCC policy against "payoffs" in tv application dismissals.

The Commission refused to agree that because of the merger agreement, principals in three am stations in the same community were "interested" in the same tv venture. FCC noted the merger has neither been effected by the parties nor approved by FCC.

Cherry & Webb Broadcasting Co., WPRO-TV permittee, operates WPRO-AM-FM there and is chiefly owned by William S. Cherry Jr. and his sister, Ann Cherry Gross.

Hope principals include President John B. Poor, Mowry Lowe and Henry H. Tilley, all with WEAN Providence until sale of the station by General Teleradio Inc. last fall for $260,000 to the *Providence Journal*, approved by FCC [B•T, Sept. 27, 1954]. Mr. Lowe, former WEAN manager, has bought WHOO Orlando, Fla., from Edward Lamb for $295,000, subject to Commission consent.

Largest single stockholders (20% each) in Greater Providence were Robert T. Engles, president and manager of WHIM Providence, and Charles G. Taylor, WHIM program director. Each holds 12.5% of WHIM and 25.5% of WORC Worcester, Mass. They withdrew from Greater Providence under the merger proposal and acquired personal options for part interest in WPRO-TV.

FCC refused to accept WNET's premature construction charge against WPRO-TV, based on provisions for tv expansion provided in the WPRO-FM building and tower. The Commission indicated the WNET argument constituted excessive restriction against "any" construction or planning for eventual tv service when a station undertook building of new fm or other facilities. The WPRO-FM tower was victim to Hurricane Hazel, FCC observed.

The Commission could not agree with WNET that the ch. 12 merger proposal included provision for an excessive "pay-off" to Messrs. Engles and Taylor if certain option rights were canceled for consideration of $205,500.

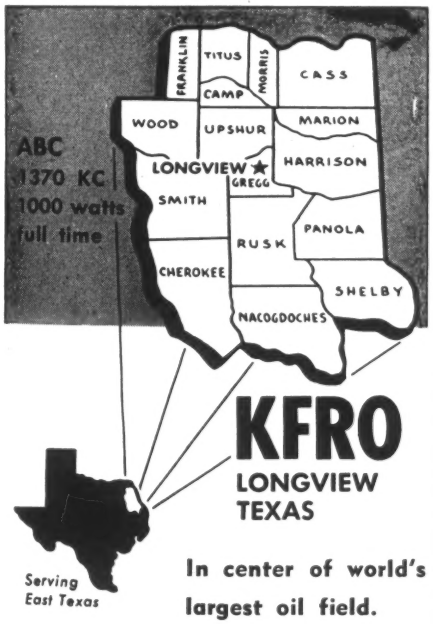
The merger plan calls for formation of a new firm having capitalization of 1,000 shares, $100 par. Cherry & Webb would acquire 550 shares, Hope 250 shares and Greater Providence 200 shares. In consideration for their withdrawal from Greater Providence, Messrs. Engles and Taylor received an option for 12 months (from the time FCC approved transfer of the permit for ch. 12 from Cherry & Webb to the new firm) to acquire 130 shares of the stock in the new firm held by Cherry & Webb and Hope (Cherry & Webb would transfer 110 shares and Hope 20 shares).

The option agreement provided that before the end of the 12-month period, but not before 7 months, Cherry & Webb and Hope have the right to cancel the option by paying Messrs. Engles and Taylor the sum of $205,000 in cash.

FCC said it could not find fault with $5,500 of the sum designated as reimbursement of expenses, although the $200,000 raised a "more serious" question. But the Commission could not find "unreasonable" Messrs. Engles' and Taylor's original interest in Greater Providence or their right to buy stock in the proposed new firm, and thereby could not find unreasonable the alternative payment of $200,000 should they relinquish such valuable rights.

In his dissenting opinion to the majority report, Comr. Bartley stated:

I dissented to the original grant in this case because of the circumstances surrounding the "pay-off" for dismissal of the competing applications . . . The findings made by the examiner after a hearing and adopted here by the Commission, concerning the specific details of the payments made and to be made and the "consideration" passing as a result of these agreements, merely strengthen my original opinion that a grant should not be made. I am therefore compelled to dissent from the action of the majority here.



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SENATE RULES UNIT REPORTS ON RADIO-TV

Subcommittee recommends that witness be allowed to object to lights and cameras, and that Senate consider installing radio-tv facilities on Hill.

A WITNESS giving testimony before a congressional committee hearing should be entitled to request that tv and motion picture cameras and lights not be directed at him, a Senate Rules subcommittee recommended in its report published last Thursday.

Such a request then would be ruled on by committee members present at the hearing, the report said. The three-man Senate group held hearings during the 83rd Congress under the chairmanship of Sen. William E. Jenner (R-Ind.) on ways and means of overhauling congressional hearing procedures, and among other things heard testimony on whether radio and tv should be admitted to open Senate committee hearings.

The subcommittee's recommendation said witnesses should have the right to protest against cameras and lights on grounds of distraction, harassment or physical discomfort, with committee members present ruling on the request.

The Senate unit also recommended that the parent Senate Rules & Administration Committee study the practicability of installing up-to-date facilities on Capitol Hill for unobtrusive coverage of committee hearings by radio-tv and other news media.

Testimony pro and con on the radio-tv question was heard from senators and congressmen at hearings last summer [B•T, July 5, 1954, *et seq.*] and arguments in favor of radio-tv coverage from broadcasters and others [B•T, Aug. 9, 1954]. The Senate Rules subcommittee made no recommendations specifically concerning radio coverage.

House Speaker Sam Rayburn (D-Tex.) has ruled against televising of House committee hearings during the 84th Congress [B•T, Jan. 3].

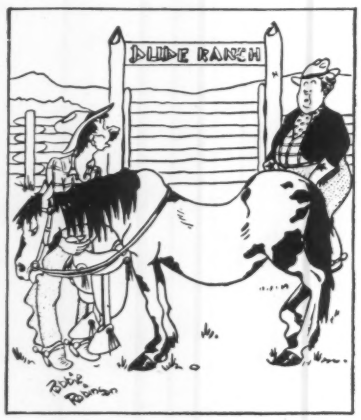
In its report last week the Senate group cited testimony in favor of tv coverage by Sen. Karl Mundt (R-S. D.) during the hearings and a statement by Ernest Angell, board chairman of the American Civil Liberties Union, favoring unrestricted coverage, with no rights of objection by witnesses. The Senate group's report added in part:

> If we accept the premise that the public is entitled to be present at all public sessions of congressional committees, it would seem to follow that broadcasting, televising and photographing of such proceedings, provided these media do not interfere with the orderly presentation of the evidence, are a legitimate means for acquainting the public with the activity of its legislature. We are not prepared, however, to go quite so far as the ACLU, and [we] believe that a request by a witness to testify free from distraction should be considered and passed upon by the committee.

The report cited "up-to-date communications facilities" used in broadcasting and televising United Nations activities unobtrusively (a point made by industry witnesses at the hearings), recommending that the Senate study the "feasibility of installing modern facilities for the coverage of public committee hearings by all communications media."

Citing criticism that radio and cameras degrade and cheapen the legislative process, transform hearings into carnivals and bring out the thespian rather than the statesman in legislators, the subcommittee said, "There is no answer to satisfy all the critics."

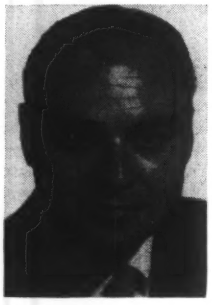
Other members of the Senate Rules subcommittee were Sens. Frank Carlson (R-Kan.) and Carl Hayden (D-Ariz.).



"It's as easy as listening to KRIZ Phoenix."

Program's Contents Checked, Ziv Tv Informs House Group

ZIV TELEVISION Programs Inc., in an unsolicited report last week to the House Commerce Committee, said the firm is careful not to include in the program content of its shows any subject matter which, in conjunction with beer commercials, might be considered offensive, distasteful or harmful to the audience or the business identified with the program.



MR. SINN

The House Commerce Committee last summer asked broadcasters and the beer and wine industries to report on the amount of beer and wine advertising on radio-tv. NARTB and the U. S. Brewers Foundation have made their reports [B•T, Jan. 3].

The Ziv Tv report was signed by John L. Sinn, president, and said, "We believe tv advertising of beer can be accomplished with care and good taste. . . ."

Lamb Postponement Asked

FURTHER CONTINUANCE of the FCC license renewal hearing involving Edward Lamb's WICU (TV) Erie, Pa., from Jan. 18 to Feb. 9 was requested of Examiner Herbert Sharfman Thursday by the Commission's Broadcast Bureau. Action followed resignation of Walter R. Powell Jr., chief Broadcast Bureau counsel in the case, to join NARTB (story, page 63).

Earlier, counsel for WICU asked extension of the renewal hearing until Jan. 18 in order to complete investigation of certain Broadcast Bureau witnesses who are being recalled for further cross examination [B•T, Jan. 3; Dec. 20, 1954].

WBID-TV Asks 1,000 Kw

POWER boost to 1 megawatt was requested by ch. 62 WBID-TV Detroit, Mich., in an application filed with the FCC last week. GE transmitter and antenna were specified with antenna height above average terrain of 643 ft. The application further specified its studio and transmitter location as the Penobscot Bldg., 645 Griswold, Detroit.

ABC, NBC Urge Rayburn To Throw Out Tv Ban Idea

TWO NETWORKS have asked House Speaker Sam Rayburn (D-Tex.) to withhold imposition of his proposed ban on televised coverage of House committee hearings. Rep. Rayburn said Dec. 28 that he would reimpose the ban against tv in effect during the 82d Congress, of which he was House speaker [B•T, Jan. 3].

MR. DALY MR. TAYLOR

John Daly, ABC's vice president in charge of news, special events, sports and public affairs, in a letter to Rep. Rayburn, asked that the ruling be withheld until ABC and other interested parties could present their views. Mr. Daly said he believed industry views "will be unanimous in recommending that in all public matters radio and television be granted right of access equal to that granted any other medium of information."

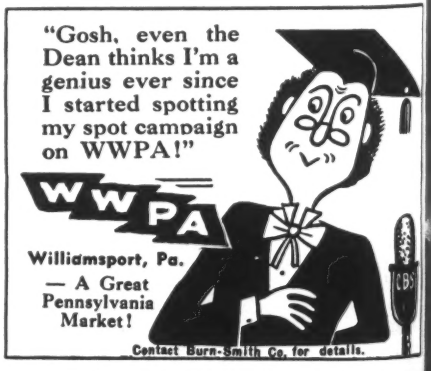
Davidson Taylor, NBC vice president in charge of public affairs, said: "We hope the speaker (Rep. Rayburn) will give this matter serious reconsideration because it is our belief that television is the most direct reporting device thus far invented."

Anthony Petition Seeks Vhf Allocation in Mass.

PETITION to institute a rule-making proceeding looking toward allocation of ch. 6 to a point on Martha's Vineyard at Nashaquitsa, Mass., was filed with FCC last week by E. Anthony & Sons Inc., licensee of WNBH-WFMR (FM) New Bedford and WOCB-AM-FM West Yarmouth, and former permittee of ch. 28 WTEV-TV New Bedford and ch. 50 WBOS-TV Boston.

The petition said the assignment can be made without deletion or substitution of any presently assigned vhf channels and would cover the southern Massachusetts area including New Bedford, Fall River, Martha's Vineyard, most of Nantucket and Cape Cod.

Meanwhile, FCC last week turned down a joint petition filed by ch. 62 WFIE (TV) Evans-


"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"
WWPA
Williamsport, Pa.
— A Great Pennsylvania Market!
CBS
Contact Burn-Smith Co. for details.

ville, Ind., and ch. 50 WEHT (TV) Henderson, Ky., seeking de-intermixture of uhf and vhf channels in the area. FCC denied their request for switching of the educational reservation at Evansville from ch. 56 to ch. 7. Chairman George C. McConnaughey did not vote and Comr. Robert T. Bartley dissented. Three applicants are in hearing for ch. 7: WGBF, WEOA and Evansville Tv Inc.

NARTB, THEATREMEN ASK PAY-TV HEARING

Petitions ask FCC to take full action of subscription plan. Zenith has requested authority for toll tv without hearing.

FULL and complete hearing on subscription television was asked of the FCC last week by NARTB and the theatre exhibitor dominated Joint Committee on Toll Tv.

Both groups' positions were taken in opposition to the new Zenith petition to the Commission which urged that pay-tv be authorized without a hearing [B•T, Dec. 6, 1954].

The NARTB attitude toward this request was made known in a carefully couched letter to FCC Chairman George E. McConnaughey by NARTB President Harold E. Fellows. In essence, Mr. Fellows said that the Commission should hold as full and formal a hearing on the subject as necessary to determine subscription tv is in the public interest.

He also emphasized that NARTB was not taking a position regarding the merits of the proposed new service. Gist of NARTB's letter:

". . . this subject is one requiring the utmost in regulatory consideration—in which opportunity, in keeping with the Administrative Procedure Act, should be afforded interested parties to air the subject completely."

The Joint Committee, in a formal opposition to the Zenith request, took issue with every one of the points Zenith made.

"Every segment of the interested public should not only have the right to appear and testify at such a hearing, but those who have stakes in the question of the establishment of subscription television should also have the opportunity to cross-examine the proponents," the Joint Committee said.

It claimed that the time element becomes relatively insignificant "when weighed against the tremendous social and economic upheaval which may follow the establishment of subscription television." Zenith had cited the length of rule-making hearings as one of the reasons why the Commission should move more quickly in approving subscription tv.

The bulk of the Joint Committee's opposition was a point by point refutation of the basic arguments made by Zenith on behalf of immediate action by the Commission. In essence the Joint Committee held that Zenith was in error, and that the Commission was required to hold a full and open hearing on the subject.

The Joint Committee [B•T, Oct. 25, 1954] identified itself as a voluntary association of the following organizations: Allied State Assn., Theatre Owners of America, Texas Drive-In Theatre Owners, So. California Theatre Owners Assn., Kentucky Assn. of Theatre Owners, Independent Theatre Owners Assn. of New York, Metropolitan Theatre Owners Assn. Members of these organizations own 75% of the 16,000 motion picture theatres in the U. S., the document said. Total investment is $2 billion, it said. The opposition was filed by Cohn & Marks, Washington broadcast legal firm.

The 1954 "substitute" petition by Zenith and its subscription tv subsidiary, Teco Inc., also asked for a quick and simplified hearing if the Commission did not feel it could authorize pay-tv without some sort of a hearing. This, too, the Joint Committee opposed.

In 1952, Zenith petitioned for rule-making hearing on subscription tv. Earlier last year, Skiatron Tv Inc. petitioned for rule-making hearing to authorize its system of subscription tv [B•T, Sept. 20, 1954]. Also on file with the FCC are numerous petitions from stations, mostly uhf, urging approval of toll-tv.

McDonald Reacts

IN Chicago, Comdr. Eugene F. McDonald Jr., Zenith Radio Corp. president, charged that "several groups of movie theatre exhibitors are seeking to delay the coming of toll tv simply because they consider it a 'competitor' "

Comdr. McDonald addressed a National Wholesale Distributors convention Thursday morning in Chicago's Shoreland Hotel, where he apparently received word of the opposition petition to the FCC submitted by six groups of owners. He contrasted the "far-sighted action" of individual exhibitors, some of whom, he said, have applied for Phonevision franchises in their localities, to the "obstructive efforts of the organized groups."

Who Buys Your Product in Omaha?

(children) (women) (or the entire family)

WOW-TV Has The Top Rated Show For Each Of These Groups!

Here's Proof:

ARB October Survey of ALL Daytime Programs!
(Monday thru Friday)

Top Rated CHILDREN'S SHOWS:

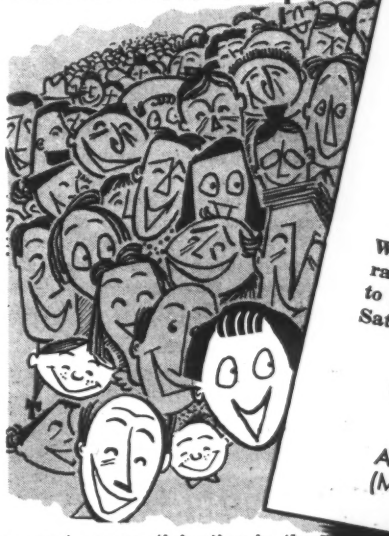
WOW-TV's children's programs placed First . . . Second . . . and Third. Other station placed Sixth.

First	TRAIL TIME	43.2
Second	STAND BY FOR ACTION	38.4
Third	SNICKER FLICKERS	40.8
Sixth	Other Station	18.4

Top Rated WOMEN'S SHOWS:

WOW-TV's women's shows ranked Fourth and Seventh . . . Other station's women's shows placed Eleventh and Twelfth.

Fourth	MOVIE MATINEE	22.2
Seventh	CONNIE'S KITCHEN	17.3
Eleventh	Other Station	12.4
Twelfth	Other Station	11.4



WOW-TV LEADS IN QUARTER HOUR NIGHT-TIME RATINGS:

Top Rated SHOWS FOR ENTIRE FAMILY:

WOW-TV leads in quarter hour ratings in the important 5 p.m. to midnite segment Sunday thru Saturday.

OCTOBER ARB SURVEY

All daytime programs
(Monday thru Friday)

To Sell Your Product Then Write . . . pick an adjacency to or participation in the program above that reaches your prospect.
Fred Ebener, Sales Manager, WOW-TV, Omaha, Nebraska for availabilities and complete information.

WOW TV OMAHA

Max. Power • NBC-TV • DuMont • Aff.

A Meredith Station - Blair — TV Rep.

Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

Seven Insurance Firms Deny FTC Jurisdiction

ANSWERS from seven health and accident insurance firms of the 17 charged by the Federal Trade Commission with false and misleading advertising [B•T, Oct. 25], said the companies are licensed within the states they are operating and therefore not under FTC jurisdiction, the commission announced last week.

Additionally, the replies indicate public misunderstanding of the charges has resulted in a decline in business. Southern National Insurance Co., Little Rock, Ark., which the FTC noted last week asked for dismissal, said it has been deluged with personal calls and correspondence from policyholders inquiring into its financial stability and how long it would stay in business. "Many policyholders," the firm said, "have cancelled policies and others have advised they would take action."

Another firm, which last December asked the FTC for a similar dismissal, asserted that the rate of application for new policies decreased approximately 34.7% since release of the charges. Reserve Life Insurance Co. of Dallas, Tex., said that it has received thousands of letters from policyholders. One letter declared, "I heard on radio . . . your insurance is worthless. They said your insurance doesn't live up to what's in the policy."

The seven companies whose answers were announced last week are: the Guarantee Reserve Life Insurance Co., Hammond, Ind.; Guarantee Trust Life Insurance Co., Chicago; LaSalle Casualty Co., Chicago; Life Insurance Co. of America, Wilmington, Del.; United Insurance Co., Chicago; Bankers Life & Casualty Co., Chicago, and Prudence Life Insurance Co., Chicago.

Bankers Life has allocated about $75,000 in radio and $10,000 in tv advertising for the current fiscal year. The firm owns KGA Spokane and KCSJ-AM-TV Pueblo, Colo.

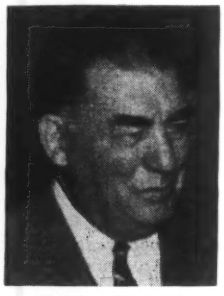
In addition, about a fortnight ago, the Commission issued similar complaints against six more firms: Sterling Insurance Co., Chicago; Combined Insurance Co. of America, Chicago; Professional Insurance Co., Jacksonville, Fla.; Service Life Insurance Co., Omaha, Neb.; Postal Life & Casualty Insurance Co., Kansas City, Mo., and Girardian Insurance Co., Dallas Tex.

South Carolina Station Sold

SALE of WBSC Bennettsville, S. C., by John Orvin for $110,000 to Atlantic Coast Life Insurance Co., Charleston, has been filed with FCC. The insurance firm is a family interest of Y. W. Scarborough, in the late 1930's 50% owner of WTMA Charleston. The insurance firm will use the station a maximum of 6 hrs. weekly to promote its business.

Big Ed's New Post

FORMER Sen. Edwin C. Johnson (D-Colo.), who was a Senate leader in communications legislation and served as chairman of its Commerce Committee which has jurisdiction over radio-tv, will be inaugurated governor of Colorado tomorrow (Tuesday). He had been a member of the Senate since 1936, but last November declined to run again for his seat in order to seek the governorship.



GOV. JOHNSON

KLZ-TV Denver will telecast the entire inaugural proceedings which will originate from the House chambers of the State Capitol Bldg.

Initial Decision Favors KHAS for Hastings Ch. 5

INITIAL decision proposing to grant a new tv station on ch. 5 at Hastings, Neb., to KHAS there was issued by FCC Examiner Charles J. Frederick last week.

The decision became possible when Strand Amusement Co. dismissed its competitive bid last May. KHAS is owned by Assistant Secretary of Defense Fred A. Seaton and family. Mr. Seaton also is former Republican senator.

The Seaton family also owns the Seaton Publishing Co., owners of KMAN Manhattan and KGGF Coffeyville, both in Kansas, and publishers of *Hastings Tribune, Manhattan Mercury, Coffeyville Journal, Winfield* (Kan.) *Courier, Alliance* (Neb.) *Times Herald, Deadwood* (S. D.) *Pioneer-Times, Lead* (S. D.) *Call, Sheridan* (Wyo.) *Press,* and the magazine *Western Farm Life* (Denver).

Daytime Skywave Comment Deadline Again Extended

STILL further extension of the deadline for comments on FCC's daytime skywave proposal from Jan. 17, 1955, to April 17 was announced by the Commission last week. Date for filing replies was extended to May 1.

This is the fourth extension since FCC announced its proposal last March, which drew opposition from segments of the industry [B•T, Nov. 29; Oct. 11; July 19, 12; March 15].

Three More Uhf's Deleted; Total Now Stands at 100

UHF TV stations which have surrendered their permits numbered 100 last week with the deletion of ch. 39 WSHA (TV) Sharon, Pa.; ch. 36 KCTV (TV) Sioux City, Iowa, and ch. 23 KETV (TV) Little Rock, Ark. In addition, 21 post-thaw vhf stations have surrendered their permits.

WSHA was owned by Leonard J. Shafitz. The FCC last November issued an order directing Mr. Shafitz to show cause why his permit for WSHA should not be revoked. The Commission charged financial misrepresentation in the application for the ch. 39 facility [B•T, Nov. 8].

Meanwhile, a new corporation, Community Telecasting Co., filed its bid for the Sharon facility and specified the identical transmitter site of the former WSHA. Community Telecasting Co. is composed of equal partners Sanford A. Schafitz, sole owner of WFAR Farrell, Pa., and applicant for a new am station at Salem, Ohio, and Guy W. Gully, local banker.

In another action, FCC approved the request of ch. 42 WNAM-TV Neenah, Wis. to suspend operations having concluded arrangements to merge with ch. 5 WFRV-TV Green Bay, Wis.

Application for approval of the merger was filed with FCC last week. The merger interests propose to operate ch. 5 WFRV-TV with the ultimate discontinuance of ch. 42 WNAM-TV. The application further disclosed a plan to operate the ch. 5 facility from WNAM-TV Neenah studio and from leased tower facilities of the defunct WJPG-FM, near Green Bay.

According to the merger agreement, WFRV-TV principals will exchange their shares of stock for an equal number of shares in WNAM-TV. In addition, a number of WFRV-TV principals agree to purchase an additional 839 shares of stock for $839,000. WFRV-TV principals then will own approximately 41% of the merged interests.

District Court Continues LBS-Baseball Suit to April

THE U. S. DISTRICT COURT in Chicago has continued until April 18, action on the $12 million suit filed by the now defunct Liberty Broadcasting System against 13 major league baseball clubs.

Judge Julius Hoffman will proceed, however, with a pre-trial hearing as scheduled Jan. 17 at which time the issues will be sifted in conferences with attorneys for baseball and LBS. Judge Hoffman also is expected to determine whether trial will be by jury and what other steps can be taken to shorten the litigation.

Flint Reversal Asked In Court of Appeals

REVERSAL of the FCC's decision granting Flint, Mich., ch. 12 to WJR Detroit was asked of the U. S. Court of Appeals in Washington last week by unsuccessful applicants, WFDF Flint and W. S. Butterfield Theatres Inc. The two applicants claimed that the Commission acted erroneously in granting the Detroit applicant. One basic issue is that of diversification.

The FCC reversed the hearing examiner in making the ch. 12 grant to WJR. The hearing examiner had favored WFDF Flint, but the FCC's decision last May [B•T, May 17, 1954] held that WFDF's relationship to WFBM-AM-FM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WEOA Evansville disqualified it on the diversification issue. All the stations are owned by Harry M. Bitner and family.

MBS IN NOV.-DEC. BILLS $9 MILLION

In yearend statement, O'Neil also points out that Ward survey findings will guide program revisions for 1955.

MORE than $9 million in new business, renewals and extensions was billed by Mutual in the last two months of 1954, it was reported last week by the network in a yearend statement.

Singled out for noteworthy attention was the return to the network of three leading advertisers: National Biscuit Co., Kraft Foods Co., and the Esso Standard Oil Co.

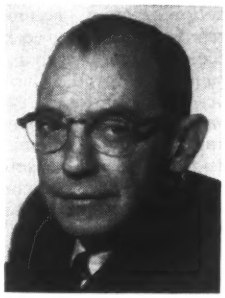
Among other clients listed as having renewed their programs over Mutual for 1955 were P. Lorillard Co. (for *Queen for a Day*); R. J. Reynolds Tobacco Co. (for the multi-message programs), and American Home Products (Gabriel Heatter commentaries). Religious groups which renewed their commercial time on Mutual included: The Billy Graham Evangelistic Assn., the Christian Reformed Church, the Dawn Bible Students Assn., the Lutheran Layman's League, the Voice of Prophecy, the First Church of Christ, Scientist, and the Radio Bible Class.

Thomas F. O'Neil, Mutual president, stated that in line with the recently-completed J. A. Ward survey measuring total radio audience and activities of the individual listeners throughout the day, radio must "bury the past and re-assess the situation on the basis of listener location and their changing listening patterns due to the inroads of television."

During 1955, Mr. O'Neil continued, Mutual will be guided by the results of the survey, realigning its schedule to reflect changes in listenership pattern. The first step in that direction, he said, is the announcement of a schedule of nighttime broadcasts of major sports events, beginning tomorrow (Tuesday). The *Parade of Sports* will be presented on a three-to-six day per week basis, and will cover basketball, hockey and major track events [B•T, Jan. 3].

NBC Promotes Hole, Hennig, Loeb

PROMOTIONS of Leonard H. Hole, Anthony M. Hennig and Thomas O. Loeb to new positions in the NBC-TV network program division was announced last week by Thomas A. McAvity, division vice president.



MR. HOLE

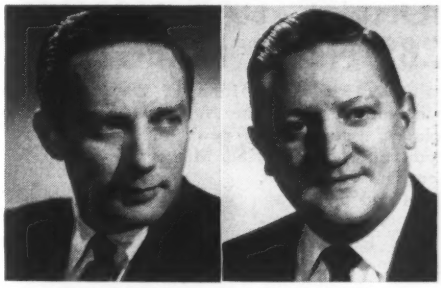
Mr. Hole, who held the title of director of production for the division, has been advanced to director of program development. Mr. Hennig, who was associate director of production facilities, succeeds Mr. Hole as director of production. Mr. Loeb, producer and manager of the NBC Business Unit, has been named manager of the NBC-TV network program division.

Associated with broadcasting for 22 years, Mr. Hole joined NBC's statistical department in 1932. From 1943-49, he held executive posts with Benton & Bowles, CBS and Allen B. DuMont Labs. In 1950, he rejoined NBC.

production manager and a year later assumed the added duties of acting program manager. He was promoted in 1952 to director of production facilities.

Mr. Hennig joined NBC in 1929, was appointed assistant to the treasurer in 1937 and assistant treasurer of the old Blue Network in 1942. He served several years with ABC before rejoining NBC in 1952 as manager of studio and theatre operations. He later was promoted to director of plant operations.

Mr. Loeb began his radio career in 1936 as program director-announcer of WDNC Durham. He was radio director-account supervisor for Lord & Thomas, New York, from 1937 to 1941, and following World War II service as an Air Force captain he was associated for four years with Foote, Cone & Belding. He joined



MR. LOEB MR. HENNIG

Ampex 600

"OUR BEST PORTABLE RECORDER YET"

says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.

Ampex 350

Bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request. Write today to Dept. D-1881

AMPEX CORPORATION

Signature of Perfection in Sound

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Distributors in principal U. S. cities;
Canadian distribution by the Canadian General Electric Company.

JOHN F. DAY NAMED CBS NEWS DIRECTOR

APPOINTMENT of John F. Day, assistant managing editor of the *Newark* (N. J.) *Star-Ledger*, as director of news for CBS was announced last week by Sig Mickelson, vice president in charge of news and public affairs. Mr. Day succeeds Edward P. Morgan, who resigned to become commentator on the American Federation of Labor's news program on ABC Radio [B•T, Nov. 29, 1954].

MR. DAY

Mr. Day's CBS post is his first assignment in radio and television news. He began his newspaper career with *Lexington* (Ky.) *Leader* in 1936 and subsequently served with AP, *Cleveland Press*, *Dayton Evening News* and *Louisville Courier-Journal*.

ABC-TV's 'Ozark Jubilee' Under 'You-Set-Price' Plan

HOUR-LONG *Ozark Jubilee*, country music program from the mountains of Missouri [B•T, Jan. 3] will be presented on ABC-TV on Saturday nights, 9-10 p.m. EST, starting Jan. 22 under what was reported unofficially last week to be a five-year contract.

First half-hour of the show is being made available to affiliates for local sale—under an extension of the "You-Set-the-Price" plan which ABC-TV inaugurated on its special Christmas program by Burr Tillstrom [CLOSED CIRCUIT, Dec. 20, 1954]—while negotiations are in progress for sales of sale of the second half-hour on a network basis.

Unlike customary co-op selling, ABC-TV will let each affiliate set the price, then pay the network a percentage. In the case of the Tillstrom show, 87 stations carried it and 29 sold it locally (in addition to a purchase by Gordon Baking Co. on four stations). Those which sold the show paid ABC-TV 30% of their take. In the case of the first half-hour of *Ozark Jubilee*, stations are asked to pay the network 35% of revenue from local sale.

Networks Plan YWCA Tribute To Commemorate Centennial

ALL-OUT INDUSTRY support was planned for the YWCA last week as it launched its centennial celebration. A tribute to the organization is to be carried Jan. 23 on NBC, 6:30-7 p.m. The YWCA will be specially cited on DuMont Television Network's *New York Times Youth Forum*, CBS' *Youth Takes a Stand* and *Wonderful City* and MBS' *Ruby Mercer Show*. Dramatic material has been made available for local station use.

Among sponsors who will participate in the salute are: U. S. Steel Corp., Quaker Oats, Reynolds Metals Co., Pan-American Airways, Mutual of Omaha, Chesterfield Cigarettes, Firestone, Frigidaire, Sunoco, DuPont, Chrysler Corp., Continental Baking, Coca-Cola, Texas Co., S. C. Johnson & Co., Coca-Cola Bottling Co. of New York, Socony Vacuum, Ward Baking Co., Studebaker-Packard Corp., Richfield Oil, Borden Co., Hawaiian Pineapple Co. and Colgate-Palmolive Co.

NBC Radio Names Swats To Head Detroit Sales

APPOINTMENT of R. L. (Bud) Swats Jr. to the newly-created post of manager of NBC Radio network sales in Detroit is being announced today (Monday) by Fred Horton, director of radio network sales. The position has been established "in order to service the increasing number of clients and agencies in the Detroit area with a full-time radio staff unhampered by the demands of television," Mr. Horton said.

MR. SWATS

Until he received his new assignment, Mr. Swats was an account executive for NBC Radio's Central Division, Chicago. He launched his advertising career in 1936 when he joined Blackett-Sample-Hummert, Chicago. He joined NBC in 1952.

WWON Woonsocket to Drop Yankee Network Affiliation

OVER five year's affiliation with the Yankee Network will be terminated Jan. 30 by WWON-AM-FM Woonsocket, R. I., Gene Rousseau, manager of the stations, has announced. The association with the Yankee Network began Aug. 1, 1949. The stations will concentrate on improved local programming featuring more music and news, with additional special feature broadcasts of local interest, according to Mr. Rousseau. Commitments already have been made to broadcast the 1955 Woonsocket Mardi Gras activities (Feb. 16-22) and the station will continue to carry city council meetings as a public service. Mr. Rousseau said the present staff will be augmented to handle the new programming.

NBC Signs 'Oscar' Pact

SIX-YEAR contract for radio-tv rights to both motion picture nominations and academy awards has been signed by NBC, Fred Wile Jr., vice president in charge of programs, NBC Pacific Div., and Charles Brackett, president, Academy of Motion Picture Arts & Sciences, announced jointly. This year's radio-tv coverage already is committed to Oldsmobile Division of General Motors. The first special event under the new contract will be academy nominations to be broadcast early in February from Hollywood.

'You Are There' Liaison Set

WITH its *You Are There* set for origination from Hollywood in the future, CBS-TV last week established a liaison unit in its New York headquarters, 485 Madison Ave., to be staffed by Elizabeth Bullock and Jane Swan, both of whom have been associated with the program. Miss Bullock will serve as liaison between the production unit in Hollywood and writers in New York; Miss Swan, between the production unit and research areas in New York.

is on WKBT*

Why Aren't You?

Well! WKBT welcomes that well-known violin player, Jack Benny, sponsored by Lucky Strike. Top stars and top advertisers are flocking to WKBT — the baby station (only six months old) that is doing a giant job. And here's why. WKBT offers the biggest opportunity market in TV today! Not just a new market. But that rare TV treasure — an *exclusive* market — covered only by WKBT! No other TV station reaches the 45,340 TV homes** of La Crosse and its environs. A very rewarding situation for WKBT advertisers!

GROWING-FAST MARKET

Look at La Crosse—you'll see how a great market gets even greater. From Nov. to Dec.—one month!—TV homes increased at the rate of 155 per day. Everything is getting bigger and better in La Crosse. It is a multi-million-dollar manufacturing and agricultural center...a hub for freight and passenger traffic—an important tourist territory. America's newest metropolitan market.

More Growth! WKBT has added ABC — now carries all major networks.

*The Jack Benny Show—WKBT, Sundays, 6 PM

**TELEVISION MAGAZINE

WKBT

CHANNEL 8

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

NBC • CBS • ABC • DuMont

ABC-TV Signs 3 Stations; Affiliates Now Total 223

SIGNING of three new affiliates by ABC-TV, bringing the total to 223, was announced by the network last week.

The new affiliates are WFRV-TV Green Bay, Wis., owned and operated by Valley Telecasting Co.; WOAI-TV San Antonio, Tex., owned and operated by Southland Industries Inc., and KPLC-TV Lake Charles, La., owned and operated by Calcasieu Broadcasting Co.

WFRV-TV, on ch. 5, will become affiliated effective April 1. WOAI-TV, on ch. 4, affiliated on Dec. 11, 1954, and ch. 7 KPLC-TV on Dec. 1.

COLOR

Advance Schedule

Of Network Color Shows

CBS-TV

Jan. 12 (7:30-7:45 p.m.): *Douglas Edwards & the News,* Appliance & Electronics Div. of Avco Mfg. Corp. through Earl E. Ludgin & Co.

Jan. 15 (12-1 p.m.): *Big Top,* National Dairy Products Corp. through N. W. Ayer & Son.

Jan. 20 (8:30-9:30 p.m.): *Shower of Stars,* "Show Stoppers," Chrysler Corp. through McCann-Erickson.

Feb. 2 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Jan. 10 (8-9:30 p.m.): *Producer's Showcase,* "Yellow Jack," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Jan. 12 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 15 (9-10:30 p.m.): *Max Liebman Presents,* "Naughty Marietta," Oldsmobile Div., General Motors Corp. through D. P. Brother & Co.

Jan. 19 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 26 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 30 (7:30-9 p.m.): *Max Liebman Presents,* Sunbeam Corp. through Perrin-Paus Co., Hazel Bishop Inc. through Raymond Spector Co.

Feb. 2 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Feb. 7 (8-9:30 p.m.): *Producer's Showcase,* Ford Motor Co. and RCA through Kenyon & Eckhardt.

Feb. 9 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Feb. 12 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Div., General Motors Corp. through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

PREPARING to conclude an agreement which will affiliate WFRV-TV Green Bay, Wis., with the ABC-TV network on or about April 1 are (l to r): Alfred R. Beckman, director of station relations for ABC-TV; Don Shaw, regional manager of the ABC station relations department; Donald Wirth (seated), vice president and general manager of WFRV-TV, and Clayton Ewing, WFRV-TV president. The ch. 5 station is owned by Valley Telecasting Co.

Godfrey Dines at White House

ARTHUR GODFREY, CBS star, was guest of President Eisenhower at a stag dinner Thursday at the White House.

WTWO (TV) Joins CBS-TV

WTWO (TV) Bangor, Me., has joined CBS-TV as a limited alternate affiliate, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, has announced. The ch. 2 station is owned and operated by Murray Carpenter & Assoc. Mr. Carpenter is president and general manager.

NETWORK PEOPLE

Will Powell, assistant production manager, Panoramic Pictures for 20th Century-Fox, Culver City, Calif., signed as coordinator of program development, NBC Pacific Div., Hollywood.

Robert S. Jones, account executive and radio-tv director, Sidney Garfield & Assoc., S. F., appointed account executive, CBS Radio Network Sales, same city.

Len Morreale, sales service dept., CBS-TV, promoted to assistant manager of department, succeeding **Terrence McGuirk,** recently named sales manager, CBS-TV Extended Market Plan unit.

Howard Keegan, radio production director, NBC Central Div., Chicago, appointed head of radio workshop training group for employes, succeeding **John Keown,** resigned.

Brig. Gen. David W. Sarnoff, board chairman, RCA-NBC, N. Y., author of "The Fabulous Future" article in January issue of *Fortune* magazine.

Father Max Jordon, former NBC foreign correspondent and religious program director, took vows as Benedictine monk in Beuron, Germany.

750 REQUESTS in 150 minutes!

TEENAGE JUKEBOX, aired Saturdays from 9:30 A.M. 'til 12 noon, is a wow of a program. We *knew* we had a big audience, but Pulse didn't show it. We decided to prove it. So, we added a new twist... offered to dedicate numbers to pals if the kids called in. And did they call! Whew! They knocked our phones right off the stand. Average: *750 calls per program.*

A headache? Yes... but we proved our point. TEENAGE JUKEBOX is a heck of a good program. After January first '55, we're adding a half hour. Time: 9 A.M. to 12 noon. Three full hours.

Here's a hot spot for a message and products aimed at teenagers... *eager* teenagers. Ask your Hollingbery man for details. Us? We have to stop now and answer the#%&"*?" phone!

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC AFFILIATE

National Rep., George P. Hollingbery Co.

WIOD Established January 18, 1926 MIAMI, FLORIDA

RCA, DuMONT UNVEIL RADIO PRODUCTS

Smaller, less expensive 50 kw transmitter announced by RCA. DuMont Labs states that it may enter the general production of radio sets.

THE FIRST WEEK in 1955 ushered in two new developments in the radio set-and-equipment making field.

• RCA unwrapped a new type 50 kw am broadcast transmitter which was said to represent "the most significant advance in [transmitter] design in nearly two decades."

• An Allen B. DuMont Labs official, queried by B•T, acknowledged that DuMont is "experimenting with the idea" of entering the general production of radio sets.

The RCA development was announced Thursday by Theodore A. Smith, vice president and general manager of the RCA Engineering Products Div. He said he expects the new "Ampliphase" transmitter, which is to be made available to broadcasters late in the year, to have "as revolutionizing an effect on American broadcasting as did the high-level modulation circuit for maximum power transmitters introduced by RCA some 17 years ago."

An RCA spokesman said no "definite" plans have been made to apply the new principle of the "Ampliphase" high-power transmitter to lower-power radio transmitters but that "certainly there are possibilities for the future."

RCA has not yet set the price on the transmitter, but it was said the cost can be expected to be lower than existing comparable 50 kw transmitters.

Space, Costs Reduced 50%

According to Mr. Smith, the new transmitter will require half the space of comparable broadcast equipment and will reduce operating costs by 50%. It uses phase modulation principles to produce standard broadcast amplitude modulation (am). An electronic circuit permits two 25 kw phase-modulated amplifiers to produce a combined power which RCA said would equal the output of "appreciably larger transmitters." Only a few watts of audio power is needed to generate the 50 kw modulated signal. RCA also said that the circuit already has been used successfully in foreign equipment and is of particular advantage for high-power transmitters operating at 50 kw and above.

From the broadcaster's view, Mr. Smith said, the transmitter will save building space, simplify installation and reduce cost while eliminating about half of the normally required power tubes, "bulky" components and accessory equipment.

The transmitter, he said, is housed within four cubicles which require less than half the floor space needed by existing 50 kw radio transmitters. The need for under-floor cable trenches, external blowers and associated equipment are eliminated, Mr. Smith said, and because the new transmitter is air-cooled, costly and complex water-cooling apparatus is unnecessary. The more important component eliminations, he pointed out, include modulator tubes, modulation transformers and reactors.

While DuMont may be only considering full radio set production at this time, the firm already is making radio sets which are offered as an optional extra in three models of its new "Wide Horizon" tv receivers. [AT DEADLINE, Jan. 3]. The radio set is operated separately from the tv receiver but uses a common speaker. These radio receivers were shown Monday at Chicago's American Furniture Mart.

William H. Kelley, vice president and general manager of DuMont Labs, had predicted that a high percentage of future DuMont tv set sales would be in the models with radio installed. The tv set with a DuMont radio installed at the factory has $30 added to its list price.

Up to now, except for console type set production, DuMont has concentrated solely on television in its set production.

The acknowledgment that DuMont is experimenting with radio came from Jack Siegrist, merchandising manager of DuMont's Receiver Div., who last Monday disclosed details of the DuMont "radio optional"—which he described as "an outstanding technical development in radio engineering."

The optional radio weighs about three pounds and has a chassis a little larger than a man's hand—but with common use of the tv speaker—"gives the performance of a large console radio." It contains five tubes (AC-DC superhetrodyne), has a built-in loop antenna and can be installed in the tv receiver without changing the location of any tv parts. It uses 10 resistors, 21 capacitors and one of its circuits is manufactured with the new printed circuit technique.

CBS-Columbia Sets Move Into Industrial Tv Field

MOVE into the industrial tv field by CBS-Columbia Inc. was announced last week by Seymour Mintz, president of the radio-tv receiver manufacturing division of CBS.

CBS-Columbia will begin to manufacture closed-circuit industrial color tv equipment as part of the company's "program of expansion and diversification in the electronics field," Mr. Mintz said.

The CBS industrial color camera chain, developed by CBS labs, is available immediately, Robert K. Hartman, director of government and industrial contracts, reported. Production of the unit will be carried on at CBS-Columbia's Long Island City (New York) plant. Mr. Hartman reported that the chain is the same unit that has been demonstrated successfully by CBS in industrial, medical and merchandising applications.

DuMont Appoints Scott Cathode Tube Sales Manager

APPOINTMENT of Robert G. Scott as general sales manager of the cathode-ray tube division of Allen B. DuMont Labs, Clifton, N. J., was announced last Wednesday by F. P. Rice, division manager. Mr. Scott succeeds William C. Scales, now manager of DuMont's receiver sales division.

MR. SCOTT

In his new post, Mr. Scott is responsible for the sale and merchandising of DuMont's tv picture tubes. He joined the company in 1948 as a senior engineer in the cathode-ray tube division and then was assigned to product engineering and subsequently placed in charge of sales engineering. Last year he was promoted to assistant sales manager of the division.

WATCHING Glenn Flynn, chief engineer of WOW-TV Omaha, as he threads film through a new RCA projector, are (l to r) Bill McBride, program director; Bill Kotera, director of engineering, and Fred Ebener, sales manager. New equipment purchased by WOW-TV from RCA includes a Vidicon camera and two 16mm film projectors, an investment of $28,000.

RADIO-TV MAKERS SHOW THEIR WARES

Latest models go on display at Home Furnishings Market. RCA's Folsom sees outstanding sales volume in '55.

THE 1955 outlook is for line-holding prices on tv receivers in the foreseeable future, a unit output comparable to 1954's seven million in monochrome and a sprinkling of color sets—anywhere from 150,000 to 300,000— manufacturing representatives predicted at the International Home Furnishings Market in Chicago last week.

While the sale of major appliances is expected to show a more gainful rise in 1955, black-and-white receivers probably will hold their own in a "transition" year that looks toward the advent of colorcasting on a mass-production basis some months ahead.

Color television was conspicuous by its absence in the form of exhibits and displays at the winter mart in Chicago's merchandise and American furniture headquarters.

And yet replies to queries for predictions were optimistic. Frank M. Folsom, RCA president, felt there will be "continued advances in 1955 with color television adding to the spark of progress. I expect outstanding sales volume in the next 12 months but it will call for continued vigor and new ideas in merchandising and advertising. The new year should be a good one for all who recognize their opportunities in a buyer's market which necessitates extra-hard work and expert sales planning."

RCA displayed its new 21-inch color console model, with suggested retail price of $895. The console includes simplified controls for focusing and other purposes. Also shown were 21-inch black-and-white sets for $259.95 and $269.95, along with RCA-Victor's radio and phonograph instruments. The line also has a record-in-the-slot player attachment and two am-fm radios.

While CBS-Columbia showed its complete line without price or model changes or additions, spokesmen claimed a market up to 300,000 color sets, depending upon dealer promotion.

Backing President James Carmine's optimistic predictions for a "banner year" in tv and appliances, Philco Corp. showed 11 new video

models supplementing its previous line of 24 units, including a 21-inch set for $159.95 and table sets ranging up to $219.95. The new 21-inch consoles range from $229 to $299.

Among other exhibits:

Westinghouse Electric Corp.—Twenty-four new sets including 17-, 21- and 24-inch table and console items in the $150-$500 price range.

Admiral Corp.—Two new 24-inch and 21-inch giant consoles. Admiral also had announced to distributors a 21-inch color tv receiver assuring a 245-square inch picture priced at $895, contrasted to a 15-inch set which it sold for $1,000 in December 1953. Admiral's automation and robot chassis concepts are incorporated in the 24-inch units.

Motorola Inc.—A color set with picture claimed comparable to 21 inches in monochrome, or 205 square inches (CBS-Columbia's 205), price $995. A new sensitive chassis is incorporated into eight of its 14 current black-and-white units, including 19- and 24-inch units.

Hallicrafters Co.—Introduced seven basic models in the 21- and 24-inch console class.

Zenith Radio Corp.—A new line of 17-inch receivers, with suggested retail prices for some 50 sets in the range from $149.95 to $1,250 for a 27-inch console combination. Firm claims a new concept in tv styling with a shorter 90-degree picture tube.

Allen B. DuMont Labs—A new 21-inch table model and two new 21-inch open-face consoles. They contain radio as "optional units."

Capehart-Farnsworth Co.—A new line of tv combinations and high fidelity instruments, to be marketed within 60 days.

Among other exhibitors were Raytheon Mfg. Co. (which last week introduced a new transistor radio—story, this page). Arvin Industries, Bendix and General Electric.

Bersche, Branigan Fill RCA Tube Division Posts

HAROLD F. BERSCHE, formerly manager of distributor sales, tube division of RCA, has been promoted to the newly-created post of manager of the marketing services department of the division, it was announced last week by Lee F. Holleran, the division's general marketing manager. Duward M. (Max) Branigan, promotion manager for the division's receiving tube and transistor marketing department, was named manager of distributor sales.

In his new position, Mr. Bersche, who has been associated with RCA sales and merchandising activities for 10 years, is responsible for all advertising, sales promotion, warehousing, traffic and market research activities affecting the RCA tube division's four product-marketing departments: receiving tube and transistors, cathode ray and power tubes, electronic components, and equipment and parts.

As manager of distributor sales, Mr. Branigan will supervise the tube division's distributor field sales force and will have responsibility for sales of all division products handled through distributors. These products include RCA electron receiving tubes, television picture tubes, power tubes, test equipment, electronic components and radio batteries.

Vidicon Camera Chain Announced by Kay Lab

KAY LAB, San Diego, Calif., tv equipment producer, announces the introduction of a compact vidicon camera chain which the firm describes as especially suited for use by small-area uhf operators as well as educational and closed-circuit television groups.

Chains are manufactured in expandable units which can be integrated with existing facilities, Kay Lab reports. The basic system consists of a camera, camera control, remote control panel and viewfinder assembly. Kay Lab says the completely integrated camera control can be mounted either in standard relay racks or in a suitcase for portable use.

Complete camera chains are available from $3,000. Further information may be secured by contacting the company.

Raytheon Announces Tubeless $79.95 Radio

A TUBELESS radio receiver, doing away with conventional vacuum tubes and incorporating eight transistors instead, was unveiled by Raytheon Mfg. Co. in Chicago last week. The receiver is slated to sell for $79.95.

Introducing the new portable model, which is designed to operate a full year from the power of four conventional, one-cell flashlight batteries, Henry F. Argento, vice president and general manager of Raytheon's tv-radio operations, predicted that plug-in receivers may be obsolete in five years.

Raytheon spent over $5 million and five years in research to perfect the receiver now in production.

Other characteristics of the new receiver are: (1) It will operate for two and a half years from a single set of mercuric oxide batteries; (2) With normal care, the transistors need never be replaced; (3) It will operate for one year at a cost of about 60 cents compared to $15-$35 for an ordinary plug-in battery-operated radio with vacuum tubes.

Mr. Argento said the new radio, compared with conventional radios, offers "equivalent sensitivity and greater undistorted volume."

Philco President Sees Good Year for Appliances

POINTING to economists' estimates that the U. S. buying public will have $9 billion more to spend in 1955 than it had in 1954, James H. Carmine, president of the Philco Corp., predicted before a convention of Philco distributors in Atlantic City, N. J., that 1955 will be a banner year for the television and appliance fields.

In discussing prospects, Mr. Carmine stated his belief that "with proper emphasis on creative selling and merchandising," sales of radio and tv receivers, air conditioning units, freezers, refrigerators, and electric ranges could exceed 1954 sales even though the overall picture in the electronics field last year was very good.

Zenith Offers Fm Control Unit

ZENITH RADIO CORP. announces automatic frequency control circuit designed to simplify fm tuning and eliminate drifting for best reception. A control circuit contained in the firm's new am-fm table model sets allows for a leeway of several degrees on either side of the desired channel. When the indicator comes within range, the circuit automatically tunes station on the center of the channel, eliminating drift and "locking in" the station. H. C. Bonfig, Zenith vice president and sales director, said the device "permits full enjoyment of fm's superior reception qualities without the extremely careful dial manipulation necessary heretofore." Models are available in cabinets for suggested retail prices of $89.95 and $91.95.

Gen. Instruments Expanding

FIVE-POINT expansion in the Canadian operations of General Instrument Corp., Elizabeth, N. J., manufacturer of television, radio and electronic components, has been announced by Abraham Blumenkrantz, chairman of the board. The program includes construction of an expandable 250-employe plant at Waterloo, Ont.; increased development and production of "made in Canada" parts; establishment of a product research laboratory, and additional personnel and new equipment.

Maury Farrell
Star of
"Time to Rise"
6:45 to 9:00 AM

Stars Sell
on Alabama's
greatest station

WAPI

Maury Farrell is liked by Birmingham people, and they always respond when he speaks. "Time to Rise" gets Birmingham awake, out of bed, to breakfast, and to work. It's loaded with cheerful music, news, weather and time signals. It's the local program Birmingham people listen to most. It doesn't quite double the second station in audience, as a rule, but it comes awfully close.

You can Sell
Your Products
to Alabama folks

If you Tell
them on programs
they enjoy hearing

Represented by
John Blair & Co.

Fm Suit Settlement Ends Six-Year Fight

RCA-NBC's $1 million settlement comes year after Maj. Armstrong's death.

ONE of the broadcasting industry's more dramatic patent stories ended abruptly a fortnight ago with the announcement that the fm patent suit brought against RCA-NBC some years ago by the late Maj. Edwin H. Armstrong had been settled for approximately $1 million [AT DEADLINE, Jan. 3].

Only a year ago, the sudden death of Maj. Armstrong, whose fall from his 13th story apartment in New York was listed in police reports as suicide, touched off a new wave of publicity on the court battle.

In a farewell letter to his estranged wife, Maj. Armstrong, credited with being fm's developer, placed on this patent litigation and on his absorption in it for some five years, the blame for his neglect of his home life which had led to separation from his wife.

Reportedly Maj. Armstrong, who died at 63 last February, had concerned himself with the suit virtually round-the-clock when it was being considered by the courts.

Maj. Armstrong first filed his suit in the U. S. District Court at Wilmington, Del., in July 1948. It alleged infringement by RCA and NBC of five of his fm patents.

Of interest perhaps in the light of events which have transpired since the suit was filed, was Maj. Armstrong's comment in his charges that "today [1948] there are nearly 600 fm broadcasting stations on the air in the U. S., and set production is in the millions per year. Fm is definitely on the way toward permanently obsoleting am radio."

Maj. Armstrong reportedly first got into his fm idea in the 1920's and by 1933 persuaded RCA to give him space in the Empire State Bldg., in New York, where RCA already had begun its experimental telecasting, to test out his theories. After a few years, however, RCA decided to concentrate on tv and the major moved his apparatus to Alpine, N. J., on the Palisades across the Hudson from uptown Manhattan. This move was mentioned in the Armstrong brief filed with the court as having been the result of NBC's alleged showing of "no interest in giving the public" fm service.

Optical Color Deception

COUNTLESS high school physics students have been impressed with it, and now it's come to tv. Creating color from black and white patterns, that is.

Faint impressions of color were achieved on black and white closed circuit tv at Indiana U.'s television studio in tests made by two members of the psychology department, the university has reported. The test made use of the so-called Prevost-Fechner color effect. This is achieved by the rapid alternation of black and white patterns, which to an observer seems to create color.

The closed-circuit telecast was arranged as part of studies into the causes of the effect. One of the drawbacks in creating strong color on tv through the use of rapidly spinning black and white patterns on a disc is the stroboscopic effect caused by the fact that tv images are intermittent and not a succession of pictures, it was said.

Color Equipment Production Major '55 Trend—Kessler

MAJOR trend in 1955 for manufacturers of tv station transmitting equipment and studio installations will be the production of color tv transmitting equipment, according to Robert E. Kessler, manager of Allen B. DuMont Labs' Communication Products Division.

Mr. Kessler said 1954 was a year of "outstanding accomplishment" for the division.

Among the accomplishments he cited was DuMont's color Multi-Scanner, introduced last year and now in large-scale production.

Other developments: installation of DuMont's line of conversion units for stations who wish to broadcast color continuing at a rapid pace; move to high power transmitters by tv stations begun last year can be expected to increase (DuMont has been shipping new 25-kw and 50-kw transmitters); growth of mobile two-way commercial radio communication equipment, a field in which DuMont in 1954 became a major competitor, and introduction of a redesigned and improved "Tel-Eye" camera for closed circuit tv.

Seidel Terms Television 'Sparkplug' of Electronics

TELEVISION continues to serve as the "sparkplug" of the electronics industry, with total tv sales in 1954 accounting for about $1.5 billion and expected to hit a similar mark this year when seven million units are expected to be sold, an RCA official said last week.

Robert A. Seidel, RCA vice president, appeared on an all-appliance panel Wednesday during the International Home Furnishings Market in Chicago. He predicted that set-makers would turn out about 200,000 color units in 1955. Mr. Seidel said nearly 150,000 more tv receivers were sold in 1954 than in the previous year, along with 11 million radio sets and 3.7 million phonographs.

Prediction that about one million more major appliances would be sold this year was voiced by Parker H. Erickson, vice president of Avco Mfg. Corp., with overall sales expected to jump 3 to 30%.

National Prosperity Cited In Sylvania Yearend Report

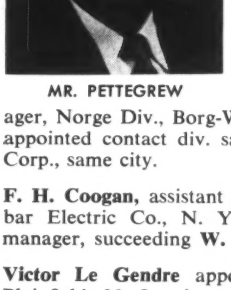
PREDICTION that 1955 may be the best economic year in the history of the United States was made last week by Don G. Mitchell, board chairman, and H. Ward Zimmer, president, Sylvania Electric Products Inc. The joint statement also forecast that the steadily climbing gross national product, described as the sum of the nation's goods and services, already shows signs of exceeding previous records.

Sales at Sylvania in the last quarter of 1954 were the highest for any fourth quarter in the company's history, Messrs. Mitchell and Zimmer reported, with net sales of almost $79 million recorded for that period.

The total factory production of tv sets for 1954 is expected to reach 7.5 million and sales to the public more than 7.2 million. The Sylvania executives said that current estimates for 1955 are 5.9 million black-and-white sets and 100,000 to 300,000 color sets.

The sale of radio receiving tubes declined in 1954 due to the tv industry inventory adjustment, but Messrs. Mitchell and Zimmer reported a pick-up is underway now that customer inventories are substantially reduced.

MANUFACTURING PEOPLE



MR. PETTEGREW

Marion Pettegrew, acting general manager, parts div., Sylvania Electric Products Inc., Warren, Pa., appointed general manager.

Myles M. Walker, marketing analyst, Raytheon Mfg. Co., Waltham, Mass., promoted to marketing research manager.

Buford H. Melton, formerly sales manager, Norge Div., Borg-Warner Corp., Chicago, appointed contact div. sales manager, Admiral Corp., same city.

F. H. Coogan, assistant traffic manager, Graybar Electric Co., N. Y., promoted to traffic manager, succeeding **W. R. Wheeler,** retired.

Victor Le Gendre appointed chief engineer, Plainfield, N. J., plant of Haydu Bros. Div., Burroughs Corp., Detroit.

THE LATEST WCKY STORY.

In The Greater Cincinnati Area

Of the 302,630 Radio Homes
regularly surveyed by Pulse,
1 out of every 4½
was tuned to WCKY in Sept.-Oct.
Every day, Monday thru Friday, 9 a.m. to 7 p.m.

Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience.

BUY WCKY

WCKY

Radio-Tv Expansion In '55 Faces Europe

Reports from West Germany, Austria, France and other places on the Continent disclose advances during 1954 and even bigger plans for '55.

West Germany:

SOUTHWEST GERMAN RADIO has completed construction of 80% of the tv transmission facilities granted to the network under the Stockholm Frequency Plan. About 70% of the network's area is now covered by four larger and six smaller repeater stations. A 667-ft. antenna tower of concrete is now under construction in Stuttgart, W. Germany. Tower, which is claimed to be the most unusual one in Europe, will have a restaurant accommodating 220 patrons at the top.

Number of licensed tv sets in West Germany at the end of 1954 is estimated at 80,000. Another 80,000 are estimated to be operated illegally. Number of licenses is now rising at a monthly rate of 20% of the total.

On Jan. 1, 1955, there were 26 tv transmitters operating in West Germany, most of them being repeater stations fed from the studios of seven different semi-official networks (yet producing one joint program, almost no local ones). Existing transmitters operate on channels 2 to 11 and cover 60% of the area's population.

A recent survey in West Germany disclosed that interest in radio spot commercials is rising despite adverse propaganda in competing media. In 1954, 72% of listeners voted in favor of continued radio spot commercials, against 62% in 1952 and 68% in 1953.

Austria:

AUSTRIAN Postal Administration will spend a total of about $2.5 million for construction of four tv transmitters, additional vhf stations and relay lines. Plan requires start of construction work in early 1955.

Italy:

RAI's latest plans are for 13 new vhf radio transmitters in Italy in 1955. This will bring the total of vhf stations in Italy to 27. Stations will carry all of the three different national programs.

Eurovision:

I. WATTS of Britain, E. Haas of Switzerland, L. Wallenborn of European Radio Union, H. Plato of West Germany, figures in Eurovision, met in Frankfurt, West Germany, to set new plans for further Eurovision hookups in early 1955. Talks resulted in plans for 24 programs to be exchanged in January to April 1955. Denmark, which discontinued its Eurovision partnership after the mid-1954 hookup, has not yet announced any plans to rejoin the network.

France:

ACCORDING to available statistics there were 104,689 licensed tv sets operated in France. An unknown number of additional sets are operated without proper licenses. Gap between official statistics and actual number of sets in operation is illustrated by the fact that dealers in Marseille report sales of more than 5,000 sets while statistics for Department Bouches Du Rhone, Marseille area, has only 10 sets on the list.

Luxembourg:

COMMERCIAL tv station in Luxembourg will start in early 1955. Station, to operate under call of Tele Luxembourg, is owned by Compagnie Des Compteurs, Compagnie Generale de T.S.F., Banque De Paris, and Agence Havas. Program is supplied by Compagnie Luxembourgeoise de Radiodiffusion. Sales representative for the new station, one of the few European ones operating on a straight commercial basis, is Informations Et Publicite Co., Luxembourg.

Canadian Tv Set Sales Reach $184.6 Million

CANADIAN tv receiver sales in the first 11 months of 1954 amounted to 530,350 receivers valued at $184,607,674, according to a report of the Radio-Television Mfrs. Assn. of Canada. Sales in the same period in 1953 totaled 313,633 receivers. Record November sales amounted to 93,649 sets. Most sets sold were in the 18-22-inch screen group, accounting for 68,176 sets of the November total.

Most sales in the January-November period were made in the Montreal area, totaling 148,081 sets. Toronto area sales totaled 93,544 sets in that period. Ontario sales in the January-November period totaled 219,860 sets; Quebec sales, 179,401; British Columbia, 52,457; the three prairie provinces, 58,911, and the four Atlantic Coast provinces, 19,721.

Overseas Broadcasts Cut

OPERATION of the international service of Canadian Broadcasting Service will be cut by at least 20% in the 1955-56 fiscal year under Canadian government policy to cut the budget for this service by $500,000 from $2,300,000 in the current fiscal year ending March 31. The cut will mean curtailment of shortwave broadcasts to Europe and possibly to Latin America and Australia. There will be no curtailment of the service to Canadian troops in Europe and the Canadian Arctic. Broadcasts to Finland are expected to be completely cut and broadcasts to Holland, Italy and the Scandinavian countries will be considerably reduced. Broadcasts to countries behind the Iron Curtain will not be reduced from the present average of about seven hours a week to Russia, Poland, Ukraine, Czechoslovakia and East Germany. Currently the international service broadcasts for the Canadian government about 115 hours weekly in 16 languages from studios at Montreal and transmitters at Sackville, N. B.

Philippine Agency Reports On Tv Sets, Listenership

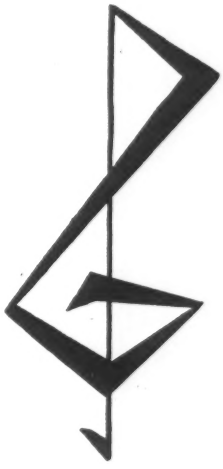
THERE ARE more than 5,000 tv sets within a 100-mile radius of Manila, approximately 3,000 within the city (with a 2-million population) and about 2,000 in outlying Philippine provinces, according to a report from Antonio R. de Joya & Assoc., Manila advertising agency, to V. S. Becker Adv. Service, New York. The Becker concern serves as New York office of the Manila agency.

Average audience per set in the Philippines is far larger than in the U. S., de Joya reported, with an average of 13.7 persons watching per receiver. The price of tv sets, 600-700 pesos ($300-$350), while keeping down their distribution, means that the audience is composed largely of middle and upper income families, prospects for luxury merchandise. In the Philippines, alcoholic beverages may be freely advertised on tv and radio, the agency said.

A half-hour tv program in Manila costs about

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

500 pesos ($250), de Joya said, including everything: time, talent, production, etc. The de Joya agency itself is currently producing five tv shows: *Variety Theatre,* sponsored by Standard Alcohol Co.; *What's Your Eye-Q?,* sponsored by P. Lorillard Co. for Kent cigarettes, and three sustaining shows, *Let's Sing the Latest, Beat the Experts* and *Singer of the Week.*

Three 1955 Investigations Seen for Canadian Radio-TV

BUSY YEAR for investigations into radio-tv is expected by the Canadian broadcasting industry. Preparations are being made by the Canadian Assn. of Radio & Television Broadcasters for at least three investigations at Ottawa. There is scheduled a Royal Commission on Copyright, at which the CARTB will present a brief. A Royal Commission on Television is anticipated, having been suggested by the Massey Commission in 1950, when it recommended setting up a national television system and a review of the status of television within three years of the establishment of a government system. The Canadian Broadcasting Corp. began telecasting in September 1952. The annual Parliamentary Broadcasting Committee is expected to sit this year, and may possibly investigate the growth of tv at the same time. Urged is elimination of the CBC tv monopoly in Montreal, Toronto, Ottawa, Halifax, Winnipeg and Vancouver.

CALIFORNIA'S BIGGEST GOLD RUSH SINCE '49

MARKS THE SPOT WHERE IT HAPPENED

And what a rush it has been!

In the short period of just 60 days, 7 national and regional advertisers have moved their half-hour shows to CHANNEL 6, the station that covers *all* the SAN DIEGO, CALIFORNIA MARKET.

Advertisers in the BILLION DOLLAR SAN DIEGO MARKET are digging for sales. They are calling on the down-to earth, pick and shovel selling methods of station SELL ... and they're striking Southern California gold!

We've no secret formula, but there must be ... there *are* ... good reasons for this great migration:

- TOP RATINGS
- LOWEST COST PER THOUSAND
- INDIVIDUALLY PLANNED MERCHANDISING

"FAVORITE STORY" Olympia Beer
"CISCO KID" Webers Bread
"RIN TIN TIN" National Biscuit Company
"ELLERY QUEEN" Town Talk Bread
"FLORIAN ZABACH" Vogue Soap
"WATERFRONT" Standard Oil Co.
"ANNIE OAKLEY" Laura Scudder Potato Chips & TV Time Popcorn

Would you like our WEED TELEVISION Representative to call?

Selling the Billion Dollar San Diego Market

6 XETV

JULIAN M. KAUFMAN, General Manager
General Offices: 4229 Park Boulevard
San Diego 4, California

Gillett to British Post

ROLAND GILLETT, former radio-tv director of Biow Co. and tv program producer, has been appointed head of all British commercial tv programs for the London area. He will serve as controller of programming and production for Associated-Rediffusion Ltd., whose first commercial telecasts in Great Britain are scheduled to begin in September 1955.

MR. GILLETT

Before his association with Biow, Mr. Gillett was tv supervisor at Young & Rubicam, and later vice president in charge of radio-tv production there. In a previous association with CBS-TV, he served as first director of *Toast of the Town* and also directed *Winner Take All.*

Canadian Retail Data Issued

DETAILED listing of retail sales in Canada in 20 categories has been released by *Canadian Broadcaster & Telescreen,* Toronto publication. The annual supplement, *Canadian Retail Sales Index,* gives figures for 1954-55 based on 1953 retail sales estimates of the Canadian government's Dominion Bureau of Statistics, and on the Bureau of Broadcast Measurement's radio homes estimates. The summary shows a population of 15,018,000, a total of 3,748,000 radio homes (96.4% of all households) and total retail sales of $12,092,174,000. G. E. Rutter, market research consultant, Toronto, compiled the figures.

INTERNATIONAL SHORTS

CKX-TV (scheduled to start operation early this month) Brandon, Man., issued first rate card with Class A hour, $150; half-hour, $90; quarter-hour, $60, and one-minute announcement, $33. Station, with GE equipment and represented by All-Canada Television, Toronto, has 19.3 kw video and 9.65 kw audio. John B. Craig is general manager.

CKSO-TV Sudbury, Ont., has issued third rate card, effective Jan. 1, with Class A hourly at $200, half-hour at $120 and one minute announcements at $40.

British Industries Fair, London, England, plans spot announcements on number of Canadian radio stations for 1955 exhibition to be held early in May. Account being placed by Walsh Adv. Co. Ltd., Toronto.

INTERNATIONAL PEOPLE

C. W. McQuillin, radio-tv director, Cockfield, Brown & Co. Ltd. (adv.), Toronto, appointed director of Bureau of Broadcast Measurement, same city, after five years as chairman of BBM's research and development committee.

Joseph Brouillard, formerly with RCA tube dept., Harrison, N. J., appointed manager, sales div., recently-formed tube div., RCA Victor Co. Ltd., Montreal.

Robert Alban, drama producer, CBH Halifax, N. S., to CBHT (TV) there as program producer.

KPIX (TV), UNIONS REACH AGREEMENT

NABET and AFTRA personnel go back to work at Westinghouse's San Francisco station. FCC is investigating charges of sabotage there.

AGREEMENT last Thursday between KPIX (TV), Westinghouse station in San Francisco, and two striking unions—NABET and AFTRA—brought to an end a three-week impasse during which supervisory personnel kept the station in operation. FCC's West Coast office is investigating KPIX charges that station equipment was sabotaged.

Philip G. Lasky, KPIX general manager, said both unions started returning to work late Thursday under the settlement-agreement. A two-year contract was formally signed with NABET at 2 p. m. Thursday. Terms had been agreed to informally last Tuesday.

Mr. Lasky said 44 NABET employes will get the same wage offered by management long before the strike was called Dec. 14. Formal signing of a new AFTRA two-year contract will take place next week, he said.

Included in the strike settlement, he said, was an agreement by NABET members to repair any equipment damage "discovered during the period of technical readjustment under supervision of KPIX executives."

The 11 NABET floor men who had been getting $97 per week will get a 6% increase and an additional 7% after a year. Thirty-three technicians who had been getting $132.46 are getting similar percentage increases.

Asked One-third Boost

At the time of the strike the NABET local was asking a 33 1/3% boost in salary. Mr. Lasky said management secured removal of certain provisions in the old contract it had considered undesirable.

Management obtained the right to take legal action against anyone who engaged in or conspired to engage in sabotage of equipment. NABET members are being recalled to work on an individual basis at the discretion of management while equipment is repaired and production of live programs is resumed.

Last week's accord followed a week of negotiations in which federal conciliators participated.

On the first day of the strike, Dec. 14, Mr. Lasky charged that supervisory engineers found "widespread evidence of sabotage to technical equipment." During the strike, he added, executives and supervisors who were operating the station discovered that operation with fewer people was practical. As a result, orderly reductions in the technical staff will take place in the immediate future, he added.

AFTRA members returned to work immediately when the contract was signed between NABET and the station. Only six KPIX employes are covered but over 30 performers on the station are affected by Wednesday's AFTRA accord. AFTRA had ignored NABET picket lines during the first week of the strike.

KPIX announcers who earn $145 a week in the old contract will get $150, with directors who received $160 going up to $170. Revisions in commercial fees were effected and some disputed details of the old contract were modified.

Both unions receive benefits of the liberalized life insurance, retirement and welfare program that had been announced to all KPIX employes when Westinghouse acquired the station last summer. The program was formally offered the two unions when bargaining began last September, according to Mr. Lasky.

After the first week of the strike KPIX went on a complete network and film operation.

Six Trustees Named To Tv Welfare Plan

SIX TRUSTEES and their alternates, representing management and television performers, were appointed last week to administer the new welfare and pension plan agreed upon in contract negotiations between the four television networks and the American Federation of Television & Radio Artists [B•T, Nov. 22, 1954].

The pension and welfare plan, covering television performers only, requires employers to contribute 5% of "gross compensation" due each artist, but talent will make no contribution. Industry estimates are that about $50 million will be spent for tv talent by advertising agencies and networks during this year, and on this basis, the plan would realize about $2.5 million.

The trustees chosen to represent management are: I. S. Becker, president, Air Features Inc., program production firm; Emanuel Sacks, vice president, NBC, and Edward G. Wilson, vice president, J. Walter Thompson Co., New York. The alternates are: Gordon Gray, vice president of General Teleradio Inc. and general manager of WOR-AM-TV New York; Geraldine B. Zorbaugh, secretary and general counsel, ABC, and David Miller, vice president, Young & Rubicam, New York.

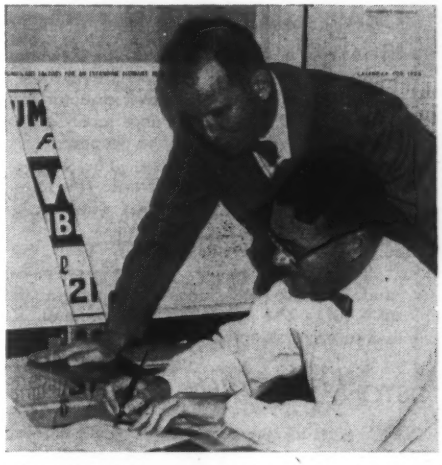
The trustees representing the television performers are: George Heller, national executive secretary, AFTRA; Clayton (Bud) Collyer, announcer and a director of the federation's New York local, and Frank Nelson, an actor and national president of AFTRA. The alternates for the performers' trustees are: Claude McCue, Alex McKee and Raymond Jones, all employes of the federation's executive staff.

First meeting of the trustees is scheduled for tomorrow (Tuesday). It is not known when the pension and welfare plan will be placed into actual operation, because there are various problems that have to be solved.

NLRB Rules Against AFM

LOCAL 802, AFM, New York, has been ordered by National Labor Relations Board to cease picketing activities at Yankee Stadium and Parkway Rink in connection with a dispute involving WINS New York. The board found the AFM local had been engaging in secondary boycotts in violation of the labor laws. The picketing started last April.

NLRB dismissed a complaint brought against WPRA Mayaguez, P. R., by union talent on the ground the case did not come within the minimum of $200,000 gross business annually. It ordered an election at CBS New York to determine representation of six film cameramen. AFL and IATSE both claim the cameramen.



SURVEYING a contract for 52-week sponsorship of Ziv's *Mr. District Attorney* on WCOA Pensacola, Fla., is George Simpson Jr., vice president of the Owsley Lumber Co. Standing is J. Holliday Veal, WCOA manager.

Keystone Adds Six Stations

SIX new stations have joined Keystone Broadcasting System, bringing the network's total affiliates to 791, it has been announced by KBS. New affiliates are WIPS Ticonderoga, N. Y.; KOBE Las Cruces, N. M.; KCMU Columbia, Mo.; KTLD Tallulah, La.; and WSTU Stuart and WRWB Kissimmee, both Florida.

PROGRAM SERVICE SHORTS

Thor Corp. (appliances), Chicago, has endorsed group of syndicated radio shows of RCA Recorded Program Services, N. Y., for co-op advertising, whereby dealers may charge sponsorship up to 50% to their co-op advertising funds. Group includes: *Aunt Mary*, daily quarter-hour daytime serial; *The Weird Circle*, weekly half-hour mystery; *A House in the Country*, weekly half-hour situation comedy; *Three Suns and a Starlet*, three-times-a-week 15-minute musical program, and *Stand by for Adventure*, three-times-a-week quarter-hour adventure series.

McGraw Assoc. (program productions), N. Y., moves to 33 W. 42d St.

Capitol Records, Hollywood, will transcribe children's record album featuring CBS Radio and CBS-TV comedian Jack Benny, sometime this year.

INDISPENSABLE for Radio & TV Stations!

STANDARD **Sound Effects Library**

Over 1000 effects recorded from life. Special "Basic" selection of 25 of the most needed discs, available at package price

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New York: Charles Michelson., Inc.
15 West 47th St.

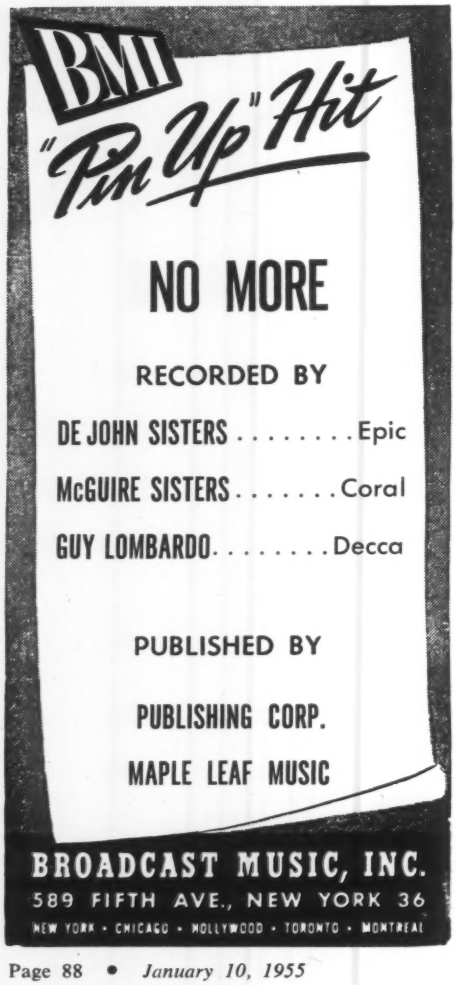
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

ALASKA'S COLDER THAN N. M.

TO SHOW the situation could be worse when snows and winds hit most of New Mexico late last month, Dave Muhlstein, news director of KSVP Artesia, N.M., placed and recorded a person-to-person telephone call to Stephen Anderson, mayor of Nome, Alaska. The mayor reported to Mr. Muhlstein that Nome was having a mild day of —25° and that skies were clear, with only four inches of snow on the ground. A —36° day has already been recorded this year in Nome, Mayor Anderson said, and, on rare occasions, the temperature dips to —40°. The recording was aired on a KSVP evening news show.

BOSTON, PAST AND PRESENT

BOSTON was discovered over 500 years before Columbus came to America, intimates "Who's Who in Boston (Past & Present)," a brochure distributed to agencies and advertisers by WEEI Boston. The man was Bjarni Herjulfson, a Norselander, one of the many past characters who are integrated with the present in the booklet. The present-day Boston history-makers, of course, are WEEI personalities. Boston's "most listened-to station" says that rather than recite its accomplishments of the last thirty years, "let us consider . . . some of the most colorful personalities in *all* history (which) are part and parcel of Boston tradition . . .", adding it will not let itself go entirely unnoticed, since "our WEEI personalities play no small part in molding the character (and purchasing habits) of present-day Boston." The 12-page brochure is presented all the way through in an early American motif and contains drawings of each "who" and sketchings of the Boston scene on the cover.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"Pin Up" Hit
NO MORE
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FARM DIRECTORS ON FILM

FARM DIRECTORS are appearing in a segment of a motion picture which has been prepared by the Reynolds Metals Co. and devoted to irrigation factors in agriculture. The series will be made available to tv and be distributed to Reynolds dealers throughout the county. Among farm directors participating were Dix Harper, WLS Chicago; Jack Jackson, KCMO Kansas City, and Bill Adams, KGO San Francisco. Mr. Harper described the results of a demonstration at the WLS Farm Progress Show in Carroll County, Ind., Oct. 7.

'ATOMIC ENERGY TODAY'

NEW SERIES of public service films for tv and general distribution will be produced by Sam Orleans & Assoc. of Knoxville and Oak Ridge, Tenn., Mr. Orleans has announced. Production headquarters for the series, to be called *Atomic Energy Today*, will be set up in New York. The 28-minute films, presented by leading American industries and the Atomic Industrial Forum Inc., made up of more than 200 top industries and other organizations active in the atomic energy field, will be photographed in 35mm Eastman color with 16mm black-and-white prints made for tv. Distribution will be handled by Sterling Television Co. Mr. Orleans said he anticipated an audience of 7.5 million with 300 telecasts to be made in 125 markets. The series, which will cover atomic energy from ore mining to nuclear reactions, is being presented to tell the public of the work of competitive free enterprise in atomic energy development.

NBC-TV 'MOTORAMA' PREVIEW

GENERAL MOTORS' "Motorama of 1955" will be previewed Jan. 19 on NBC-TV, 10-11 p.m. EST. The telecast will be on some 100 stations. Comedian Bob Hope will lead tv viewers on a visit to the GM auto show, which will originate at the Waldorf-Astoria in New York. The Motorama will be open to the public Jan. 20-25 and then go on a four-city exhibition tour.

KMOD HAS TNP

PROMOTION plan of KMOD Modesto, Calif., to build its nighttime audience started Dec. 23 with the airing of IDs which said, "KMOD 1360 on your dial Modesto. Beginning January 3, with TNP." The announcements were changed Dec. 30 and thereafter to say "KMOD 1360 on your dial Modesto. Starting January 3, (now) with TNP. TERRIFIC NIGHTTIME PROGRAMMING." In the revised 6:30 to midnight format, to block ". . . family interest programs which will compel local listenership —tv not withstanding," youth interest, radio bingo, mystery, phone-in and dancetime programs are interspersed with network newscasts. KMOD also is using direct mail and newspaper ads in its promotion campaign.

SHELTER IN A STORM

UNSCHEDULED tour of KWTV (TV) Oklahoma City was conducted Dec. 28 when 11 inches of snow and 60-mile winds struck the city. Drifts blocked all highways and those bogged motorists seeking shelter at KWTV studios were given a hot cup of coffee and a tour of the building. Al Hazelwood, sportscaster marooned with other employes at the studios 10 miles from downtown Oklahoma City, led the red-eyed group through the station at 3 a.m. State highway crews opened the roads early in the morning and traffic and television talent moved normally.

WJAR-TV BROCHURE

EIGHT-PAGE brochure calling attention to its increase in power (316 kw) and its new higher tower (1,049 ft.) has been released by WJAR-TV Providence, R. I. The book includes a gallery of station personnel and shows the various phases of station operation. The station's identification symbol, the Rhode Island red rooster, is displayed on the front cover and the back cover carries a map of WJAR-TV's new predicted contours.

WNNJ CELEBRATES FIRST YEAR

WNNJ Newton, N. J., celebrated its first year of operation last month with a special hour broadcast from the city's Newton Theatre. Bob Hamilton, station program director, wrote and produced the show, which filled the theatre at 9 a.m. Most of the station's talent was featured in the program and it continued to entertain the audience after the show was concluded. A special talent contest also highlighted the event. WNNJ, "The Voice of Sussex County," reports nearly tripling its personnel from a year ago and being in good condition, both financially and in the public opinion.

'SPEAK TO THE STARS'

NEW midnight show, *Speak to the Stars*, has been started on WHAM Rochester, N.Y., by Dick Doty. Top people in show business and the music world are interviewed by telephone by Mr. Doty and recordings are made and aired 4/10 of second after the interview's conclusion, he reports. The personalities wire Mr. Doty collect to inform him when they will call. The Monday through Friday program started Jan. 4.

CHRISTMAS ON KGBC

RELIGIOUS aspect of Christmas marked the Christmas Eve programming of KGBC Galveston, Tex., as the station successively broadcast the birth of Christ, as told by St. Luke; Christmas Carols by six outstanding Galveston County school choruses; a program of Christmas music by four Galveston church choirs with short talks on Christmas' meaning by two local pastors, and the community Christmas service of the First Lutheran Church from the city's Pleasure Pier. To emphasize the real meaning of Christmas, KGBC sent a check to the local Salvation Army equalling the amount spent on gifts for clients and agencies in previous years. Copies of the letter enclosed with the check were sent to the agencies and clients together with hand-written personal greetings. Both the programming and the charity check ideas provoked favorable response, the station reports.

NO STOCK, NO SPOT

STING of the cancellation by Kaiser-Frazer Sales Corp., Los Angeles, of participations in the KLAC Hollywood *Peter Potter Show* was eased somewhat for station executives by an accompanying letter from the automobile firm. The letter, facsimiles of which were distributed to advertisers and agencies by KLAC, states in part that results of the Potter program "were little short of sensational," but that the home office had ordered the cancellation because the local firm will have no new cars to sell for at least 30 days, having sold out its previous stock.

Sherlock at the Sheraton

TEASER announcements, promotional gimmicks, a master detective and a closed-circuit telecast were parlayed by a supermarket chain into the sale of all available cooperative advertising for a 52-week tv show within 24 hours. Ervin Levinson, advertising manager for Wrigley's Supermarkets—which operates 60 stores in the greater Detroit area—started the campaign by sending to 175 food brokers, manufacturers' representatives and suppliers invitations to "Wrigley's mystery party." Accompanying each invitation were a pipe, magnifying glass and "Sherlock Holmes" cap with the copy stressing "elementary." When guests were assembled in the grand ballroom of Detroit's Sheraton Cadillac Hotel after cocktails and a buffet supper, the closed-circuit telecast began. The telecast revealed how Sherlock Holmes was working for Wrigley's Supermarkets via the Sheldon Reynolds' tv film series (Wrigley's sponsors the *Sherlock Holmes* series over WXYZ-TV Detroit) and included an excerpt from one of Holmes' adventures. During intermission, Dalton Dannon, Detroit representative for Motion Pictures for Television, outlined the pre-selling job accomplished on the series by national magazines and told of the successful reception the series has received in New York. Mr. Levinson explained the package deal being offered to participating sponsors on a 52-week basis and a dummy edition of the *Detroit Times* was displayed bearing the headline: "Wrigley's Captures the Great Sherlock." Twenty-four hours later Mr. Levinson had signed contracts for all the cooperative time available—104 participating spot announcements.

'RINGO BINGO'

PROGRAM game titled *Ringo Bingo,* developed by Azrael Adv. Agency, Baltimore, uses bingo cards obtainable at a sponsor's store. It is designed for both radio and tv stations. The agency describes it as "a pure giveaway game lacking the element of consideration." Different colored game sheets are used, with new serial numbers supplied each week.

'DIXIE FOUR' MOVES TO KMA

AFTER nine years with WIBC Indianapolis, the "Dixie Four," a gospel and spiritual singing quartet, has moved to KMA Shenandoah, Iowa, effective last week. The group, formed in 1936, had a 15-minute weekly show on MBS from 1947 to 1953. At KMA the quartet will do several daily programs and will be available for personal appearance tours throughout a four-state area. Members of the group are: Norman Wood, second tenor and business manager; Joe Thomas, first tenor; Melvin Redd, baritone, and Tommy Mitchell, bass. Pianist is Wayne Griffin.

NBC-TV 'HOME' PROMOTION

NBC-TV is circulating a 28-page candid picture booklet as a promotion piece for its *Home* show (Mon.-Fri., 11 a.m.-noon EST). The booklet presents a behind-the-scenes view of the program's preparation, merchandising and selling, opening with candid shots of *Home* on the air and then dipping into picture stories of people and activity which make up the program. The brochure points up sponsor interest in the show, point-of-sale activity and *Home's* selling power.

ZIV PROMOTES 'EDDIE CANTOR'

ZIV TELEVISION PROGRAMS has added an Eddie Cantor hand puppet to its sales promotion kit for the *Eddie Cantor Comedy Theater.* The puppet, approximately 12 inches high, is designed to be used by sponsors as a self-liquidating item, a box-top offer or a free write-in offer.

PERSONAL TRAGEDY DE-EMPHASIS

KROW Oakland, Calif., has set up a new policy on news broadcast content. Program Director Ray Yeager has memoed the station's news department: "Effective immediately, will you please eliminate from KROW newscasts and from the news file, stories dealing with personal tragedy, such as persons dying in fires, auto collisions and mayhem. We wish to make KROW news as pleasant as possible to listen to (even in this chaotic world), so accentuate the positive. Use accident roundups and statistics, but delete the bloody details. Naturally this will require some personal judgment when prominent persons are involved."

FREE PARKING FROM KSTV

CHRISTMAS shoppers in Stephenville, Tex., were relieved of the worry of overtime parking Christmas Eve when KSTV there picked up the parking meter tabs. The city council granted a request of Galen O. Gilbert, owner and manager of KSTV, to pay $50, the meters' average daily take. The promotion was aided by the city's chief of police, who helped in placing covers over the meters.

'MAN OF THE YEAR'

WRCA-TV New York, in cooperation with *Time* magazine, is presenting a weekly series titled *Man of the Year* (Sat., 1-1:30 p.m. EST). The initial show (Jan. 8) was devoted to the 1954 Man of the Year selected by *Time,* Secretary of State John Foster Dulles. Subsequent programs will recount the story of individuals who have left their mark in history.

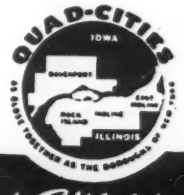
MOST IMPORTANT DAY

PROGRAM designed to spotlight the "most important day in the life of a young couple" has been started by WBBM-TV Chicago under the title of *Your Wedding Day.* A couple is selected each Sunday to be married in front of tv cameras by a clergyman of their denomination. The ceremony is planned in accordance with the bride's wishes as to her trousseau and other factors. Franklyn McCormack and Patricia Vance serve as host and hostess, interviewing the couple and recounting the story behind their romance and their future plans. Snyder & Son (electric appliance dealer) sponsors the new series (Sun., 12:30-1 p.m. CST) and furnishes the bride's trousseau and the bridemaids' outfits.

CAREER INTERVIEWS

CKSO-TV Sudbury, Ont., has started a weekly half-hour show in which a professional man is interviewed by teenagers on his profession as a career for young people.

WHBF
ROCK ISLAND, ILL.
CBS FOR THE QUAD-CITIES
is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation.
In both radio and tv WHBF is the Quad-Cities favorite.
Les Johnson, V. P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

COVERS 1/10 AMERICA'S NEGRO POPULATION
WDIA
50,000 WATTS
broadcasting exclusively to 1,466,618 Negroes—never reached before. Top Hooper and Pulse rated Station in the Memphis Market!
Write now for "Golden Market" Survey, WDIA, Memphis
Represented by
JOHN E. PEARSON CO.
DORA-CLAYTON AGENCY, SOUTHEAST

KBIG ROLLING BILLBOARD

A WHITE Chevrolet Corvette sports car has been converted into a rolling billboard for KBIG Avalon, Calif., with the sides and back carrying station outdoor advertising placards featuring the KBIG "mermaid" trademark. The vehicle will be used by the KBIG promotion department for parades, special event broadcasts, fairs, exhibits and in publicity assignments.

CJON SCRIBBLERS

CJON St. John's, Nfld., has distributed scribblers to school children in the city, with a list of CJON's children shows on the back cover and a drawing of the station's microphone on the front for coloring. A bicycle has been awarded for the best coloring job. The station also has arranged with a local ice cream company to give one child a month a free ice cream cone every day of the year. The ice cream company sends out a secret message on its daily show to all children, which only can be unscrambled with the use of a special decoder set sent to any listener. The first child to come up with the decoded message gets the ice cream cone supply.

GUIDE FOR TV PERFORMERS

GUIDE for television performers has been prepared by WOI-TV Ames, Iowa, educational outlet of Iowa State College, for persons appearing on that station. The 12-page booklet, "So You're Going to be on WOI-TV," gives tips on how to appear most effectively on tv, covering such subjects as dress, bearing and speech. The presentation also contains a section on the station itself, including its purpose and operation, and a section on various awards WOI-TV has received. The policy of the station is declared in the brochure, stating WOI-TV "is dedicated to bringing the best the college has to offer to the schools, cities and farms of Iowa, with programs of education, entertainment and public service."

WKBN-AM-TV PROMOTIONS

CALENDAR-BLOTTER has been sent to advertisers and agencies by WKBN-AM-TV Youngstown, Ohio, along with the stations' wishes for a happy and prosperous new year. The promotion piece includes 1954 and 1956 calendars as well as one for 1955, and the three blotters each come in a different color. WKBN-TV also has sent out a rating report on Youngstown's programming. The ratings, based on October Hooperatings, show WKBN-TV taking 363 out or 451 quarter-hour firsts and 72 out of 109 programs with a rating of 11.0 or better.

Station Authorizations, Applications

(As Compiled by B • T)

December 29 through January 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Dec. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,649	533	126
CPs on air	20	20	†313
CPs not on air	105	7	137
Total on air	2,669	552	439
Total authorized	2,774	559	576
Applications in hearing	137	2	167
New station requests	172	8	19
New station bids in hearing	76	0	151
Facilities change requests	134	12	33
Total applications pending	721	79	193
Licenses deleted in Dec.	0	0	0
CPs deleted in Dec.	15	1	5

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Jan. 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,671	2,651	123	172	76
Fm	554	535	25	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	268	316	584
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	297	116	413
Noncommercial on air	6	3	9

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	344	337	729	533	1,262
Educational	56		28	28	56
Total	1,000	337	757	561	1,318

[1] One hundred-eighteen CPs (21 vhf, 97 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 617 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Fairbanks, Alaska—Northern Tv Inc. (KTVA [TV] Anchorage) granted vhf ch. 11 (198-204 mc); ERP 11 kw visual, 5.5 kw aural; antenna height above average terrain minus 50 ft., above ground 165 ft. Estimated construction cost $133,824, first year operating cost $135,000, revenue $140,000. Post office address Mt. McKinley Bldg., 4th & Denali St., Anchorage. Studio and transmitter location 3d & Lacey Sts., Fairbanks. Geographic coordinates 64° 50′ 35.7″ N. Lat., 147° 42′ 47.6″ W. Long. Transmitter RCA, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include Pres. **A. G. Hiebert** (27.6%); Vice Pres. **Jack M. Walden** (6.7%); Sec. **James E. Weir** (3.0%), and Treas. **Robert H. Romig** (4.1%). Granted Dec. 29.

APPLICATION

Sharon, Pa.—Community Telecasting Co., uhf ch. 39 (620-626 mc); ERP 1.48 kw visual, 0.97 kw aural; antenna height above average terrain 323 ft., above ground 227 ft. Estimated construction cost $75,000, first year operating cost $60,000, revenue $70,000. Post office address % Station WFAR Farrell, Pa. Studio location to be determined. Transmitter location Homewood Drive, 350 ft. E of N. Buhl Farm Drive, Sharon. Geographic coordinates 41° 14′ 44″ N. Lat., 80° 28′ 14″ W. Long. Transmitter Gabriel, antenna Continental. Principals are **Sanford A. Schafitz** (50%), sole owner of WFAR Farrell, Pa., and applicant for new am station at Salem, Ohio, and **Guy W. Gully** (50%), banker. Filed Jan. 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KQTV (TV) Ft. Dodge, Iowa—Northwest Tv Inc. granted mod. of CP for ch. 21 to change ERP to 214 kw visual and 112 kw aural. Granted Dec. 28; announced Jan. 4.

KEPR-TV Pasco, Wash.—Cascade Bcstg. Co. granted STA to operate commercially on ch. 19 for a period of 10 days pending receipt of verified request. Granted Dec. 23; announced Jan. 4.

STATIONS DELETED

WJLB-TV Detroit, Mich.—Booth Radio & Tv Stations Inc. FCC deleted tv station on ch. 50 at request of permittee. Deleted Dec. 29.

WSBM-TV Saginaw, Mich.—Booth Radio & Tv Stations Inc. FCC deleted tv station on ch. 51 at request of permittee. Deleted Dec. 30.

APPLICATIONS

KFIF (TV) Fairbanks, Alaska—Midnight Sun Bcstg. Co. seeks mod. of CP for ch. 2 to change ERP to 5.6 kw visual, 2.76 kw aural; transmitter and studio locations to Lathrop Building, 516 2nd Ave., Fairbanks; antenna height above average terrain 45 ft. Filed Jan. 4.

WBID-TV Detroit, Mich.—Woodward Bcstg. Co. seeks mod. of CP for ch. 62 to change ERP to 1000 kw visual, 500 kw aural; transmitter and studio locations to Penobscot Building, 645 Griswold, Detroit; antenna height above average terrain 643 ft. Filed Jan. 4.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

WIRI (TV) Lake Placid, N. Y.—Great Northern Tv Inc. seeks mod. of CP for ch. 5 to change studio location to 301 Cornelia St., Plattsburg, N. Y. Filed Dec. 28.

KLOR (TV) Portland, Ore.—Ore. Tv Inc. seeks mod. of CP for ch. 12 to change studio location to 915 N.E. Davis St., Portland; transmitter location to 4700 S.W. 19th St., Portland; ERP to 230.7 kw visual, 129.4 kw aural; antenna height above average terrain 1,001.2 ft. Filed Dec. 30.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. seeks mod. of CP for ch. 25 to change studio location to Schroeder Hotel, Wis. Ave., between 5th & 6th Sts., Milwaukee; ERP to 253 kw visual, 136.5 kw aural; antenna height above average terrain 521 ft. Filed Dec. 30.

New Am Stations . . .

APPLICATIONS

Niles, Mich.—E. Harold Munn Jr. & E. Harold Munn Sr. d/b as Voice of Berrien County, 1440 kc, 500 w daytime. Post office address Route 4, Box 5A, Coldwater, Mich. Estimated construction cost $6,915, first year operating cost $54,000, revenue $72,000. Principals in equal partnership are **E. H. Munn Sr.** (50%), and his son **E. H. Munn Jr.** (50%). Both are officers-stockholders of WSTR-AM-FM Sturgis, and WTVB-AM-FM Coldwater, both in Michigan. Filed Dec. 28.

Salem, Va.—R. B. Helms, Jack T. Helms & Carl J. Hoskins d/b as Southeastern Enterprises, 1360 kc, 1 kw daytime. Post office address % R. B. Helms, Harlan, Ky. Estimated construction cost $19,309, first year operating cost $55,000, revenue $65,000. Principals in partnership include Pres. **Carl J. Hoskins** (25%); **R. B. Helms** (50%), 43.7% stockholder Blanfox Radio Co., operator of WHLN Harlan, Ky.; WCPM Cumberland, Ky., and WNVA Norton, Va., and **Jack T. Helms** (25%), 6.2% stockholder Blanfox Radio Co. Principals are associated in bid for new am station at Cleveland, Tenn. Filed Dec. 28.

Chambersburg, Pa.—James R. Reese Jr., 690 kc, 250 w daytime. Post office address South Mountain, Pa. Estimated construction cost $12,635, first year operating cost $30,000, revenue $45,000. Mr. Reese is a pastor and in charge of programming of WCHA-FM Chambersburg. Filed Dec. 23.

Centerville, Tenn.—Tri-County Bcstg. Co. of Hickman, Lewis & Perry Counties, 1570 kc, 1 kw daytime. Post office address General Delivery. Estimated construction cost $17,522, first year operating cost $36,000, revenue $50,000. Principals in equal partnership include Pres. **J. Gill Thompson,** retired businessman; Vice Pres. **C. A. Kennedy,** attorney, and Sec.-Treas. **James Buchannan Walker,** Treasurer of the State of Tenn. Filed Dec. 23.

APPLICATIONS AMENDED

Colorado Springs, Colo.—Taylor Bcstg. Co. amends bid for new am station on 1460 kc 5 kw daytime to specify 5 kw day, 500 w night, directional night. Filed Dec. 29.

Milan, Tenn.—West Tenn. Bcstg. Co. amends bid for new am station on 1150 kc, 500 w daytime to specify 1600 kc 1 kw. Filed Dec. 28.

Existing Am Stations . . .

APPLICATIONS

WFMH Cullman, Ala.—The Voice of Cullman seeks CP to change from 1300 kc 1 kw daytime to 1460 kc 5 kw daytime. Filed Dec. 30.

WMYR Ft. Myers, Fla.—Robert Hecksher seeks CP to change from 1 kw, directional night to 5 kw, directional day and night on 1410 kc. Filed Dec. 30.

KWEW Hobbs, N. M.—KWEW Inc. seeks CP to change from 1490 kc 250 w to 1480 kc 1 kw, directional night. Filed Dec. 27.

KOLS Pryor, Okla.—L. L. Gaffaney tr/as Lakes Area Bcstg. Co. seeks CP to change from 250 w to 1 kw on 1570 kc. Filed Dec. 27.

KNAK Salt Lake City, Utah—Granite District Radio Bcstg. Co. seeks CP to change from 1 kw to 5 kw on 1280 kc. Filed Dec. 30.

KSEM Moses Lake, Wash.—KSEM Inc. seeks CP to change from 1450 kc 250 w to 1470 kc 1 kw, directional night. Filed Dec. 27.

Ownership Changes . . .

ACTIONS BY FCC

KFIA (TV) Anchorage, KFIF (TV) Fairbanks, Alaska—Richard R. Rollins granted assignment to Midnight Sun Bcstg. Co. for $100,000 interest in Midnight Sun. Principals include Pres. **A. G. Cooley** (1.8%); Vice Pres. **Miriam Kinsey** (2.4%), and **The Lathrop Co.** (91%). Midnight Sun is licensee of KFAR Fairbanks, KENI Anchorage. KJNO Juneau and KABI Ketchikan, all in Alaska. Granted Dec. 29.

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey granted assignment of CP for ch. 20 to Dr. Leonard Averett and his wife Lily V. Averett d/b as Bay Tv. No consideration is involved. Granted Dec. 29.

WJOL Joliet, Ill.—Joliet Bcstg. Co. granted transfer of control to Joseph F. Novy & Jerome F. Cerny through sale of all stock for $112,500. Principals include **Joseph F. Novy** (½), chief engineer, WBBM-AM-FM-TV Chicago, and **Jerome F. Cerny,** engineer at WBBM stations. Granted Dec. 29.

KFAD Fairfield, Iowa—Fairfield Bcstg. & Tv Corp. granted assignment of license to Hiawatha Bcstg. Co. for $21,500. Hiawatha Bcstg. is operator of KCOG Centerville, Iowa. Principals include Pres. **S. A. Chesley** (28.6%); Vice Pres. **Jeanette Burch** (27.3%); Treas. **Dale G. Chesley** (27.3%), and Sec. **Harry L. Hanson Jr.** (6.6%). Granted Jan. 5.

WORC Worcester, Mass.—Radio Worcester Inc. granted voluntary assignment of license to WORC Inc. for $94,000. Principals include Pres. **Robert F. Bryar** (25%), free lance announcer and talent; Vice Pres. **Harold Kaye** (25%), president of Marlin Research Labs Inc., owner of tv rights on group of motion picture features; Sec. **Marian Kaye** (25%), and Treas. **Shirley L. Bryar** (25%). Granted Dec. 29.

KPBM Carlsbad, N. M.—Coronado Bcstg. Co. granted transfer of control to Hazel H. McEvoy (57.1%), through transfer of 26.1% interest from estate of Maurice F. McEvoy. Granted Dec. 27; announced Jan. 4.

WGBB Freeport, N. Y.—Harry H. Carman granted voluntary assignment to Long Island First Station Inc. for $95,000. Principals include **Moses Hornstein** (23.1%), general construction; **Oscar J. Nollet** (23.1%), general building construction; **Norman F. Penny** (23.1%), insurance; **A. G. Weller** (23.1%), bank president, and **Sidney Friedman** (7.6%), attorney. Granted Jan. 5.

WAYS-TV Charlotte, N. C.—WAYS-TV Inc. granted transfer of control to Hugh Deadwyler through sale of all stock for $4 and assumption of obligation of about $150,000. Mr. Deadwyler is owner of local advertising agency and pres.-treas. of Filmakers Association Inc., producer of motion pictures. Granted Dec. 29.

WILE Cambridge, Ohio; WTRL Bradenton, Fla.—The McClelland Bcstg. Corp. granted assignment of license of WILE and transfer of control of WTRL to Land O'Lakes Bcstg. Corp. for $120,000. Howard A. Donahue will now be sole owner. Granted Dec. 29.

WADC Akron, Ohio—Allen T. Simmons granted assignment of license to wholly owned company Allen T. Simmons Inc. Granted Dec. 30.

WDTV (TV) Pittsburgh, Pa.—Allen B. DuMont Labs Inc. granted assignment of license to Westinghouse Bcstg. Co. for $9.7 million. Westinghouse is owner of KDKA-AM-FM Pittsburgh, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KYW-WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, KEX-AM-FM Portland, Ore., and WOWO Ft. Wayne, Ind. Granted Jan. 5.

WKGN Knoxville, Tenn.—Clarence Beaman Jr. granted assignment of license to WKGN Inc. for $75,000. Principals include Pres. **George P. Mooney** (⅓); Sec.-Treas. **Abe D. Waldauer** (⅓), and Vice Pres. **Don Lynch** (⅓). Purchasers are associated in ownership of WBSR Pensacola, Fla. Granted Dec. 29.

APPLICATIONS

WLBS Birmingham, Ala.—WLBS Inc. seeks voluntary transfer of control to G. G. Pruett through transfer of 58.3% interest by E. D. Rivers Sr. in exchange for Mr. Pruett's notes and certificates of WMIE Miami, Fla. Mr. Pruett will now be sole owner. Filed Dec. 23.

WPNX Phenix City, Ala.; Columbus, Ga.—Community Bcstg. Co. seeks voluntary acquisition of control by Roy M. Greene through transfer of 25% interest from his father Virgil R. Greene. Roy Greene will now own 53⅓%; Virgil R. Greene will now own 13⅓%. Filed Dec. 22.

KSBW-AM-TV Salinas, Calif.—Salinas Bcstg. Corp. seeks assignment of license to new corporation Salinas Valley Bcstg. Corp. Principals include Pres. **John C. Cohan** (25%), Sec.-Treas. **Wm. M. Oates** (25%), and group of local businessmen who own the remaining 50%. Filed Dec. 27.

KYOS Merced, Calif.—Merced Bcstg. Co. seeks voluntary assignment from corporation to partnership with principals **C. O. Chatterton** and **Glenn E. McCormick** each retaining 50% interest. Filed Dec. 27.

KMBY-AM-TV Monterey, Calif.—The Monterey Radio-Tv Co. seeks assignment of license to Salinas Valley Bcstg. Corp. for $230,000 plus assumption of $117,000 in liabilities. Principals include Pres. **John C. Cohan** (25%), Sec.-Treas. **Wm. M. Oates** (25%), plus a group of local businessmen owning the remaining 50%. Filed Dec. 27. Salinas Valley Bcstg. operates KSBW-AM-TV Salinas.

WOKZ Alton, Ill.—Edward N. Palen seeks voluntary assignment to wholly owned corporation Palen Bcstg. Corp. Filed Dec. 30.

KCBC Des Moines, Iowa—Majestic Bcstg. Co. seeks voluntary transfer of control (60%) to Karl & Helen U. Peters for advancing $50,000. Filed Dec. 30.

WADC Akron, Ohio—Allen T. Simmons seeks voluntary assignment of license to wholly owned corporation Allen T. Simmons Inc. Filed Dec. 22.

KRGA Springfield, Ore.—W. Gordon Allen seeks voluntary assignment of license to wholly owned corporation KRGA Inc. Filed Dec. 27.

WBSC Bennettsville, S. C.—Bennettsville Bcstg. Co. seeks voluntary assignment to Atlantic Coast Life Ins. Co. for $110,000. Principals include Pres. **Y. W. Scarsborough Sr.;** Vice Pres. **Y. W. Scarsborough Jr.,** and Sec. **R. R. Scarsborough.** Filed Dec. 30.

Hearing Cases . . .

Daytime Skywave—FCC extended the time for filing of comments to April 17 and the date for filing replies to May 1, 1955, on the proposed rulemaking for the promulgation of rules and regulations and standards of good engineering practice concerning standard daytime skywave transmissions. Action Jan. 3.

Evansville, Ind.—Tv Application—By Memorandum Opinion and Order, the Commission denied a joint petition filed Oct. 20, 1954, by WFIE (TV), ch. 62, Evansville, Ind., and WEHT (TV), ch. 50, Henderson, Ky., requesting de-intermixture of vhf and uhf commercial assignments in that area by reserving vhf ch. 7 at Evansville for noncommercial educational use in lieu of ch. 56. Chairman McConnaughey not voting; Commissioner Bartley dissenting. Action Jan. 5.

WROW-AM-TV Albany, N. Y.—By Memorandum Opinion and Order, the Commission (1) ordered hearing to consist of oral argument on Jan. 24, 1955, on application for transfer of control of WROW-AM-TV, ch. 41, Albany, N. Y., from Hyman Rosenblum and 23 others to Lowell J. Thomas, et al., on issues to be argued on basis of facts alleged in Van Curler's petition to determine whether a grant of the transfer application would violate the Commission's policy concerning ownership of broadcast stations by network personnel, because of the contractual or business relationships existing between CBS and Lowell Thomas as a CBS commentator, and to determine whether any existing understandings concerning the network affiliation of station WROW-TV violate the Sherman Act or the Clayton Act; (2) denied petition filed by WTRI (TV) ch. 35, Albany, N. Y., insofar as it requests reconsideration of the Commission's grant on Nov. 3 of said transfer application (except to the extent that a hearing has been ordered), and (3) further ordered that the effective date of said grant of

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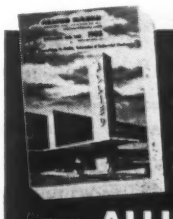

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transfer application is not postponed pending conclusion of this proceeding. After hearing, parties will have 15 days to file proposed findings of fact and conclusions of law, and briefs as desired; thereafter the Commission will issue a decision on each of the issues, either dismissing it or designating it for evidentiary hearing before an examiner together with issues to be designated at that time. Action Dec. 29.

Caguas, San Juan, P. R.—By Order, the Commission granted petition of the Department of Education of Puerto Rico insofar as it requests a stay of the effectiveness of Commission's Report and Order amending tv table of assignments by substituting ch. 6 plus for ch. 11 minus in Caguas, P. R., and substituting ch. *11 for ch. *6 for educational use in San Juan, P. R., and extended effective date to Jan. 31, 1955, pending action on the petition for reconsideration. Action Dec. 29.

Waiver of Station Identification Rules—In order to permit special New Year's programs to be carried by radio and television broadcast stations without interruption at midnight on New Year's Eve, the Commission announces a waiver of its station identification rules (Sections 3.187, 3.287 and 3.652) for all standard, fm and television broadcast stations, insofar as such rules require station identification on the hour, during the period beginning 11:50 p.m. EST, December 31, 1954, and ending 4:50 a.m. EST, December 1, 1955. It is expected that all stations will make proper station announcements as soon as possible after the hour. Action Dec. 31.

Routine Roundup . . .

December 29 Applications

ACCEPTED FOR FILING

Modification of CP

WCFS Harvey, Ill., Charles F. Sebastian—Mod. of CP (BP-9111) which authorized new standard broadcast station for extension of completion date (BMP-6732).

Renewal of License

WBRO Waynesboro, Ga., Burke County Bcstg. Co.—(BR-2941).

Renewal of License Returned

WPRY Perry, Fla., E. P. Martin, Alpha B. Martin, Elmo B. Kitts, John A. Branch and John D. Goff d/b as Taylor County Bcstg. Co.—(BR-2927).

December 30 Applications

ACCEPTED FOR FILING

Remote Control

WDZ Decatur, Ill., WDZ Bcstg. Co.—(BRC-618).

KATZ St. Louis, Mo., St. Louis Bcstg. Co.—(BRC-615).

KMON Great Falls, Mont., Montana Farmer Bcstg. Corp.—(BRC-616).

WALL Middletown, N. Y., Community Bcstg. Corp.—(BRC-617).

Renewal of License

WBGR Jesup, Ga., Altamaha Bcstg. Co.—(BR-2314).

Replace Expired CP

KFUO-FM Clayton, Mo., The Lutheran Church—Missouri Synod—CP to replace expired permit (BPH-1810) as mod. which authorized changes in licensed station which expired 7-4-54 (BPH-2002).

Modification of CP

KIEM-TV Eureka, Calif., Redwood Bcstg. Co.—Mod. of CP (BPCT-775) as mod. which authorized new tv station to extend completion date to 7-6-55 (BMPCT-2670).

KNUZ-TV Houston, Tex., KNUZ Television Co.—Mod. of CP (BPCT-1356) as mod. which authorized new tv station to extend completion date (BMPCT-2704).

WTTW (TV) Chicago, Ill., Chicago Educational Television Assn.—Mod. of CP (BPET-38) as mod. which authorized new noncommercial educational tv station to extend completion date to 7-1-55 (BMPET-59).

WUOM-TV Ann Arbor, Mich., The Regents of the U. of Mich.—Mod. of CP (BPET-27) as mod. which authorized new noncommercial educational tv station to extend completion date to December 1957 (BMPET-60).

December 31 Applications

ACCEPTED FOR FILING

License for CP

WHBS Huntsville, Ala., The Huntsville Times Co.—License to cover CP (BP-8827) as mod. which authorized change from employing DA day and night (DA-2) to DA for night use only (BL-5552).

Modification of CP

KLMR Lamar, Colo., The Southeast Colo. Bcstg. Co.—Mod. of CP (BP-7783) as mod. which authorized change in frequency, increase power, install new transmitter and DA-N for extension of completion date (BMP-6735).

License for CP

WBRT Bardstown, Ky., V. R. Anderson—License to cover CP (BP-8761) as mod. which authorized new standard broadcast station (BL-5553).

WCBL Benton, Ky., J. Shelby McCallum tr/as Purchase Bcstg. Co.—License to cover CP (BP-9409) which authorized new standard broadcast station (BL-5551).

KBRL McCook, Neb., The McCook Bcstg. Co.—License to cover CP (BP-9336) as mod. which authorized change frequency; hours of operation; install new transmitter and make changes in antenna system (BL-5555).

Modification of CP

WTRB Ripley, Tenn., Earl W. Daly tr/as West Tennessee Radio Service—License to cover CP (BP-9213) as mod. which authorized new standard broadcast station (BL-5554).

WAEL Mayaguez, P. R., Mario Acosta—Mod. of CP (BP-8883) as mod. which authorized change frequency; increase power; change type transmitter and install DA-1 for extension of completion date (BMP-6737).

KLOQ Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8674) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6736).

Renewal of License

WCTA Andalusia, Ala., Andalusia Bcstg. Co.—(BR-1291).

WCRT Birmingham, Ala., Chapman Radio & Television Co.—(BR-2803).

WJOI Florence, Ala., Florence Bcstg. Co.—(BR-1273).

WHEP Foley, Ala., Alabama-Gulf Radio—(BR-2845).

WGYV Greenville, Ala., Greenville Bcstg. Corp.—(BR-2079).

WJLD Homewood, Ala., Johnston Bcstg. Co.—(BR-1174).

WJAM Marion, Ala., Neely Bcstg. Co.—(BR-2690).

WGWC Selma, Ala., Dallas Bcstrs Inc.—(BR-1444).

WJBF Augusta, Ga., Georgia-Carolina Bcstg. Co.—(BR-1454).

WDAK Columbus, Ga., Radio Columbus Inc.—(BR-1081).

WKLY Hartwell, Ga., Louie L. Morris—(BR-1744).

WLAG LaGrange, Ga., LaGrange Bcstg. Co.—(BR-1115).

WIBB Macon, Ga., The Peach State Bcstg. Co.—(BR-2187).

WFOM Marietta, Ga., Chattahoochee Bcstrs.—(BR-1326).

WSAV Savannah, Ga., WSAV Inc.—(BR-1042).

WGTA Summerville, Ga., Tri-State Bcstg. Co.—(BR-2502).

January 3 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue on Dec. 29

Lawton, Okla., Progressive Bcstg. Co.—Granted petition for leave to amend its am application (Docket 10993; BP-9122) to reflect certain changes in officers, etc.

Oakland, Calif., Channel Two Inc.—Granted petition to continue hearing in re applications for ch. 2, from Jan. 6 to Jan. 20 (Dockets 8888 et al.).

By Hearing Examiner Charles J. Frederick on Dec. 29

KTOE Mankato, Minn., Minnesota Valley Bcstg. Co.—Granted motion for correction of transcript of hearing in re am application (Docket 10592).

By Hearing Examiner John B. Poindexter on Dec. 29

KGUL-TV Galveston, Tex., Gulf Tv Co.—Granted motion to bar the taking of depositions of Earl Ehret, et al., in Houston on Jan. 10, and of Vincent Alarid, et al., in Galveston (Docket 11207).

By Hearing Examiner Annie Neal Huntting on Dec. 28

Parma, Mich., Jackson Bcstg. & Tv Corp.—Granted petition for leave to amend its application for ch. 10 in order to submit revised percentage breakdown analyses of proposed programs (Docket 11172).

January 3 Applications

ACCEPTED FOR FILING

Renewal of License Returned

WEBK Tampa, Fla., Hillsboro Bcstg. Co.—(BR-2452).

Renewal of License

WDLP-FM Panama City, Fla., Panama City Bcstg. Co.—(BRH-766).

WSAV-FM Savannah, Ga., WSAV Inc.—(BRH-195).

License for CP

WWJ-FM Detroit, Mich., The Evening News Assn.—License to cover CP (BPH-1828) as mod. which authorized changes in licensed station (BLH-1022).

Modification of CP

WBRD Ft. Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8164) as mod. which authorized increased power; change hours of operation; install DA for day and night use and install new transmitter for extension of completion date (BMP-6738).

WBUD Trenton, N. J., Morrisville Bcstg. Co.—Mod. of CP (BP-8943) which authorized increased day power, change type transmitter and change from DA-1 to DA-2 for extension of completion date (BMP-6739).

January 4 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of Dec. 31

Modification of CP

The following were granted extensions of completion dates as shown: KIEM-TV Eureka, Calif. to 7-6-55; WOOD-TV Grand Rapids, Mich., to 7-21-55; WOKY-TV Milwaukee, Wis., to 4-2-55.

Actions of Dec. 30

Granted License

WOHO Toledo, Ohio., The Midwestern Bcstg. Co.—Granted license for am broadcast station and specify studio location (BL-5471).

WJHL-FM Johnson City, Tenn., WJHL Inc.—Granted license for fm broadcast station (BLH-1008).

WALL Middletown, N. Y., Community Bcstg. Corp.—Granted CP to install a new transmitter (BP-9607).

Modification of CP

The following were granted extensions of completion dates as shown: WUOM-TV Ann Arbor, Mich., to 1-4-56; WTTW (TV) Chicago, Ill., to 7-5-55.

(Continued on page 97)

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RADIO

Help Wanted

Managerial

Sales manager. Outstanding financial future and opportunity for successful sales manager. Salary, liberal commission and travel expenses. Box 815F, B•T.

1kw network station needs experienced commercial manager. $100 weekly salary plus generous over-ride. William T. Kemp, KVWO, Box 926, Cheyenne, Wyoming.

Commercial manager, salary plus commission for suburban Washington kilowatt. WPGC, Washington 23, D. C. Redwood 6-7770.

WBRO, Waynesboro, Georgia, has opening for manager with experience in local sales. Salary and percentage. Apply to H. C. Gilreath, WVOP, Vidallia, Georgia. Phone 3029.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Top-flight salesman for one thousand watt full-time, independent station in southeast. City in excess of fifty thousand, ideal living conditions. Minimum starting income one hundred dollars weekly. Must be man of experience and excellent character. Box 733F, B•T.

Northern California—high commission plus draw to man capable of taking over small market sales operation. Box 806F, B•T.

Trained and/or experienced salesman for progressive network station. Salary plus commission. Opportunity for permanent employment in New England's most beautiful small city. Background and snapshot to Box 817F, B•T.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Is the place to find ABLE EXECUTIVES

This pioneer firm of TV and Radio Management Consultants is well qualified to effectively serve employer and applicant in the solution of personnel problems at the executive and staff levels. NATIONWIDE confidential contacts established between stations and qualified personnel.

HOWARD S. FRAZIER

TV & Radio Management Consultants
708 Bond Building
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

Young aggressive salesman—announcer for southern kilowatt daytime independent. Good working conditions in a single station market. 15% commission with salary guarantee. Box 874F, B•T.

Opportunity for experienced salesman with 50,000 CBS newspaper-tv affiliate. Write or wire KENS, San Antonio.

Local account salesman. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

Top notch radio and tv salesman in sportsman country. Salary plus commission plus profit sharing. Wire, phone KPRK, Livingston, Montana.

Wanted: An experienced radio time salesman for a one station market. Good salary for a producer. Write or call WCFV, Clifton Forge, Va.

Ambitious salesman for well established indie. Station under new management, is increasing its staff wants good reliable experienced time salesman. Salary, plus commission. Reply Jack Burgess, General Manager, Radio Station WOSC, Oswego, New York.

Only Greensboro independent has opening giving liberal opportunity in local sales, expanding percentage pattern. Ability and reliability must be substantiated. Reply mail only, strict confidence guaranteed. Wayne M. Nelson, WPET, Greensboro, North Carolina.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Combination announcers with 1st phone by January 15th, for Texas coast station; accent on announcing. $275.00 plus. Send tape, references, background. Box 775F, B•T.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Box 795F, B•T.

Experienced announcer morning shift, friendly Pennsylvania ind. DT. $75. No drifters or beginners. Send tape, references and background. Box 804F, B•T.

Announcer for general staff work in 5000 watt commercial station in north-central area. Experienced and car required. Wage scaled to ability and experience. Send audition, photo, and complete resume. Material will be returned. Box 814F, B•T.

Experienced deep mellow voiced announcer disc jockey. KW Pa. daytimer. Box 820F, B•T.

Man with a one-two punch! Illinois independent kilowatter, in the nation's most attractive and fastest growing industry—farm area, will pay handsome salary to a man who can: (1) entertain with a microphone, (2) sell with a microphone. We want an experienced, versatile young man who can do disc shows with humor and sparkle and an authoritative newscast. Best working conditions, modern, well equipped, attractive station; liberal extra benefits. Write full information to Box 827F, B•T.

RADIO

Help Wanted—(Cont'd)

Want dependable staff announcer. ABC network Texas. Send resume. Box 877F, B•T.

Humorous DJ—ad-lib, smooth-flowing informal "slang" way of expressing self. Acting experience. Also authoritative news. Single, Great Lakes, N. Y., Pa., Ohio area. Box 879F, B•T.

Announcer for new station in small town scenic part of Colorado. Need good all-around man, preferably single. Contact Jack Hawkins, KIUN, Pecos, Texas.

Experienced, persuasive announcer, authoritative newscaster. KTFI, 5000 watts, NBC, Twin Falls, Idaho. Hunting, fishing mecca.

Needed experienced afternoon dee jay, strong on sports at a leading 5000 watts station in New England. Contact Radio Station WAAB, 34 Mechanic Street, Worcester.

Young staff announcer for fastest growing independent. Personality more important than experience. No tapes returned. WPAC, Patchogue, New York.

Announcer with some experience wanted immediately by fulltime small market NBC station. Excellent opportunity. With or without first class. WPNF, Brevard, N. C.

Staff man to replace announcer called into service. Must have experience—handle board—no tapes—write WTUX, Wilmington, Delaware.

Production-Programming, Others

News director, for radio and tv newsroom. Must be able to take full charge of department, that carries heavy schedule of local news. Be thoroughly experienced in local reporting, have an authoritative style and be able to direct other news personnel. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Box 738F, B•T.

One copywriter, one traffic girl, each of whom knows big independent station operation or has enough experience to handle the job. Box 873F, B•T.

Newsman needed by daytime indie. Must be top in editing and delivery. Local news A-1 feature. Submit expected salary, background, references, audition disc, first letter. None returned. Radio Station KJOE, 507 Spring Street, Shreveport, La.

Experienced commercial script writer wanted. Man or woman. William K. Anderson, KVWO, Box 926, Cheyenne, Wyoming.

Copywriter: Qualified, experienced radio copy writer needed at once. Apply by letter giving experience, references, etc., to Continuity Director, WILS, Lansing, Michigan.

Help wanted—immediately—program director, announcers, salesmen, traffic and continuity. Tapes and pictures required for announcers. Send details and references to WPFA, Pensacola, Florida.

Situations Wanted

Managerial

Mature, sales-conscious PD interested in management opportunity. Successful station-operation experience. Box 704F, B•T.

Experienced general manager with excellent qualifications, finest recommendations, successful background all phases am-tv broadcasting. Wishes contact station owners seeking top-calibre management, television, radio or both. Prefer medium or small city midwest. All replies confidential. Box 825F, B•T.

10 years experience. Presently with radio-television operation managing radio. Seeking manager position radio operation only. Box 835F, B•T.

Sales manager, 34, considering relocation in small to medium market station with enlightened, stable management. Prefer midwest. Family man, civic minded, creative selling. Box 844F, B•T.

Outstanding sales and management record of small station. After 8 years at present station am interested in relocating in either New England or Florida. All inquiries answered. Box 857F, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced sales manager (radio-television) desires to relocate. Outstanding record in both am and tv; best of references. Stable, mature, family man who is financially sound. Best of references. All replies confidential. Box 867F, B•T.

Ten years radio and tv. Executive positions in production, promotion, sales, assistant manager. Family, best references. Box 872F, B•T.

Can invest $12,500 plus fulltime top notch services. Seek permanent radio opportunity. Six years radio, newspaper experience. Veteran, college graduate, 30, married. Box 875F, B•T.

Salesmen

Salesman tv or radio. Key, medium and small market background. Successful sales and service of national, regional and local accounts via agencies and/or direct calls. Present market approximately million. $12,000-$15,000 potential required. Married, 30. Box 841F, B•T.

Announcers

Experienced staff man, DJ., news man. Trained voice. First phone. Negro. Box 510F, B•T.

Disc jockey — announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Singer, instrumentalist, seeking staff position or station personality or both. Strong on news. Sober, dependable, family man. Tape, resume on request. Interview after 1st of year. Box 633F, B•T.

Announcer, broadcasting school graduate; some experience as combo DJ, newscaster and copywriter. Box 674F, B•T.

All-around staff announcer. Strong on news. Pleasant personality. 3rd ticket. Desires community-minded station. Box 747F, B•T.

Negro DJ, pleasant voice. Emphasis announcer. Plenty of personality, boardman. Box 772F, B•T.

Good all around staff announcer, single, 25, college graduate, veteran. Friendly, versatile, 3rd class ticket. Box 851F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 786F, B•T.

Announcer: 5 years commercial radio, tv. One of largest markets, northeast. Asking permanent position with eastern radio and/or tv. Box 793F, B•T.

Family man with 2½ years radio experience, 1 year uhf-tv. Looking for larger operation with more opportunities for staff announcers. Box 794F, B•T.

Staff announcer, play-by-play, DJ, news. Commercial talent. Single—veteran. Tape and resume on request. Box 796F, B•T.

Available experienced staffman. All phases broadcasting, DJ, commercials, newscasts. Pleasing voice and personality. Box 798F, B•T.

Southern California only, for midwest announcer, restricted permit. After February 1st. Vet, college, married, 31. News editor, 250w; continuity, 50kw. Whistle, guitar. Tapes, if return. Box 800F, B•T.

Good morning man, experienced, first phone, family, ideas, gimmicks, results. Box 808F, B•T.

Veteran—33-single, announcer school graduate, strong play-by-play—news and good popular DJ. Director and control board experience. Box 809F, B•T.

Sales minded program director or feature disc jockey available immediately. I can make money for you. Will go anywhere. Box 810F, B•T.

RADIO

Situations Wanted—(Cont'd)

Country DJ, recording artist on 50kw with network, radio-tv background desires change to smaller station needing alert PD or combination DJ, artist with or without band. Box 812F, B•T.

Announcer, former PD, production manager, 4 years radio, 1 year television. Family man, 29. Box 813F, B•T.

Seasoned, all-around radio-television announcer. Network experience. Knows how to sell on air. Strong on news. Authoritative. Personable. Family man. Employed major market. Box 816F, B•T.

Country and western DJ; not a character; family man; friendly, pleasant voice that sells; thoroughly experienced. Now staff and sports, top station in competitive market. Prefer all hillbilly, large market. Can build top commercial show. Box 818F, B•T.

Announcer—some experience — Pleasant voice. Friendly commercial delivery. Relaxed newscasts. Box 832F, B•T.

Announcer, friendly, strong on news, commercials, married, 29, veteran, prefer east coast. Box 834F, B•T.

10 years experience both mediums. News-sports-special events. Southwest only. Prefer radio, consider television. Box 836F, B•T.

Announcer—1 year wants to move up. Strong on commercials, news, music, sports. Operates console. Tape and photo available. Will travel. Box 838F, B•T.

Announcer, Negro, disc jockey. Real sharp. Some experience. Tape available. Box 839F, B•T.

Described by national magazine as leading deejay —now looking for advancement. Thoroughly experienced in handling traffic, writing copy. Former assistant manager. Leading salesman by large margin—out of sales staff of 8. Specialization: Personality disc show. Proven success—having doubled business on present show. 26; married; no children; veteran; capable; reliable. Love and understand radio. Box 840F, B•T.

Sports director. Play-by-play. California only. Native of Los Angeles. Ten years sports experience, three in radio, some television. Sell and service accounts. Married, Korean veteran. Available after basketball season. Tape and details on request. Box 843F, B•T.

Staff announcer—desires to affiliate with sports station. Very brief sports experience but staff experience extending to 1½. Congenial personality—extremely ambitious, pleasant voice. Box 848F, B•T.

All-around staff announcer. Pleasing personality. Strong on sports. 3rd class ticket. Box 849F, B•T.

RADIO

Situations Wanted—(Cont'd)

All-around staff announcer. Pleasing personality. Strong on writing commercials and continuity. 3rd class ticket. Box 850F, B•T.

All-around staff announcer, strong on news, desires permanent position. 3rd ticket. Box 852F, B•T.

Announcer, 29, 8 years experience, 2 as P.D. with considerable writing experience and limited sales work is seeking position with sound, progressive station. College grad, married, 3 children. Box 858F, B•T.

Mature and solid veteran sportscaster currently producing and announcing three radio and television shows daily, who has outstanding national competitive sports background, desires connection with aggressive, efficiently operated broadcasting and telecasting services, operating in a market where full potentials in this field are exploited, particularly play-by-play. This veteran has a particularly high rating. Write Box 859F, B•T.

Announcer—strong on news and music. Single, 24, will travel. Tape and resume on request. Box 860F, B•T.

Announcer; radio or tv; experienced DJ, news, sports, color; available immediately. Versatility unlimited. Veteran, married. Will travel. Audition tape available. Box 861F, B•T.

Many years radio experience, one and a half years television. DJ, news, special events, MC. Full particulars and tape on inquiry. Box 870F, B•T.

Thoroughly experienced announcer, four years experience radio-television. Excellent commercials, news sports, music. Can write, operate console. 28, father, veteran. Box 876F, B•T.

Negro DJ, tape, references. Waltner Betner, 106-18 Roscoe Street, Jamaica, L. I., New York.

Announcer: Console operator . . . emphasis on music, news and commercials. Single . . . Midwest preferred. Tape, photo, resume on request. Frank Bican, 6242 S. Sacramento, Chicago. Republic 7-9123.

Staff—midwest: Clear, mature, selling voice. Experience, ability, university background. Single, 32. Exceptional news, commercials; agreeable personality. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Young man, light on experience. 2 years AFRS, school grad, wants to get started as staff announcer. Good on news, DJ. Write or wire, J. H. Tague, 8037 Lakeridge Drive, Seattle, Washington.

Announcer — production-engineer. Emphasis on announcing, 1st telephone license. Excellent background, pleasing distinct voice, appearance, personality. Capable of handling responsibility plus any phase of broadcasting. Consider placement anywhere. Minimum requirements $100.00 week plus partial expenses or contract. 441 North Avenue 56, Los Angeles, California.

AVAILABLE IMMEDIATELY

TELEVISION RADIO SALES MANAGER

One of Radio and Television's most successful commercial-announcer-program directors, dropped 5-figure income 3 years ago for sales background necessary management. As account executive leading VHF-TV, 6-months billing $150,000 and $200,000. 8-months top metro AM indie. Brought small station from 8th to 2nd place 6 months. Now Sales Manager medium market AM and UHF-TV directing 8 salesmen. Impending sale situation untenable. Unusual executive qualifications all departments. At home Main Street or top agencies. Financially sound, mature family man. Active civic and regional Radio-Tv Association affairs. New York City interview convenient. All replies strict confidence. Resume —photos.

Box 869F B•T

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

Engineer—1st phone, capable any position am or tv station. Box 756F, B•T.

Chief engineer experienced in installation, construction and maintenance of medium power stations, desires position in midwest or eastern states. Box 759F, B•T.

Experienced chief engineer presently employed, desires position at larger station. First class license and member of IRE. Box 760F, B•T.

Engineer, 1st phone, seven years experience am-fm, chief of two stations. Available now, will travel. Box 768F, B•T.

Engineer—copywriter: Experienced, permanent, excellent references, southeast, New York, Pennsylvania. Box 807F, B•T.

Engineer—wide experience in am, fm and tv. With present employer 13 years. Last 3 years as assistant chief engineer. Desires position as chief engineer with progressive station. Would invest in small am station. Box 821F, B•T.

Engineer—first phone, experienced equipment maintenance, console, recordings, remotes, limited combo. Box 829F, B•T.

Engineer—wants position—first time on transmitter. 1st phone. Highly capable all phases of broadcasting. Box 830F, B•T.

Engineer—Fifteen years broadcasting. Radio-television operating. Recording, construction, directional. Box 842F, B•T.

Is there an east Texas station that needs a capable, experienced engineer? Now employed in southeast. Box 865F, B•T.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Thoroughly experienced program manager immediately available for similar supervisory position. Box 705F, B•T.

New England. Newscaster-PD, 17 years; presently news director for 50,000 watts. Solid announcing, program experience. Substantial operation only. Box 769F, B•T.

Newsman. Not good, but superior! 31. Married. 4 children, Unbeatable experience, background. Must have larger market, salary for family. Top, natural am-tv air work. Can run news department. Where is the am-tv operation willing to pay for ability, hard work, permanency, personableness and for contribution good man can make? Box 792F, B•T.

Newsman—announcer, long successful background. Deep authoritative mature voice. Network delivery. Desires to relocate west or southwest—job with challenge and future. Box 801F, B•T.

Music director. Good knowledge of all types of music. College graduate. Can announce. Relocate. Box 805F, B•T.

Producer-director. 3 years television and radio. Broad tv background: Directing, talent, production, writing. College degrees. Stock theatre. Good references. Brochure available. Box 826F, B•T.

Program director, 10 years experience. Now in television. Desire locate Wyoming, Colorado, New Mexico, Arizona. Prefer radio, consider television. Box 837F, B•T.

News director—available for northeast station after February 1. Five years experience as radio news director and newspaper reporter. Can compile, edit and broadcast news. Professional training and experience with top references. Prefer personal interview arrangements. Married, two children, 27 years of age. Box 853F, B•T.

Recent grad, MBS (school) Chicago, desires "girl Friday" position with democratic operation. Versed all phases. Short on experience, long on effort. Available now! Box 862F, B•T.

RADIO

Situations Wanted—(Cont'd)

Copy-continuity. Ambitious. Good voice. Trained radio, tv, music. Northeast preferred. Immediately available. Call Dave Dunton, WSSV, Petersburg, Virginia.

University grad, '54—trained for radio-tv—experienced director, singer, teacher, business-woman, to assist management, production, programming or writing. Box 511, 1900 W. Polk Street, Chicago, Illinois.

TELEVISION

Help Wanted

Salesmen

Television representatives for five top-rated tv syndicated film properties. Liberal commissions, exclusive territories. Previous experience required. Box 737F, B•T.

Medium sized, midwestern vhf market desires experienced tv salesman to work retail and coop accounts. Excellent opportunity — commission against draw—Insurance and retirement plan. Send complete details first letter. Box 828F, B•T.

Experienced radio or tv salesman, producer, references, recent picture and full background in first letter. Fast growing midwest market. Box 853F, B•T.

Production-Programming, Others

Need combination; steno (fair)—typist (good)—traffic—continuity girl for south Florida vhf station. Ok if traffic continuity background limited. Send photo, references, complete story to Box 799F, B•T.

Vhf, maximum power tv news staff is growing. Need trained, conscientious, and competent news man. Must be able writer and reporter, and capable of doing on camera delivery. Photo and full particulars in first letter. Box 802F, B•T.

Situations Wanted

Managerial

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Presently employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 636F, B•T.

Assistant to manager. Five years supervisory experience. Excellent record, references. Box 706F, B•T.

Manager—25 years experience, radio-tv. All phases—sales promotion—direction—etc. Excellent references. Box 744F, B•T.

Sales manager, medium market am-tv operation, seeks relocation due to impending station sale. Outstanding sales record in competitive east coast market. Mature family man. All replies kept in strictest confidence. Write Box 868F, B•T.

Manager, assistant manager or program manager, experienced all phases tv and radio. Currently branch manager for CBS basic vhf. 13 years experience including network and agency. 36, married, one child. Best references, present and past employers. Robert Williams, KTVH-TV, Wichita, Kansas.

Salesman

Past performer will trade 15 years—5 figure top level sales position for work—any position, any salary radio-tv. New York preferred. Box 854F, B•T.

Announcer

Experienced. 3 years all types television announcing, including news. Some production. Six years radio programming and announcing. Family. College. Best offer accepted. Box 660F, B•T.

Announcer in uhf wants chance with vhf or top radio. Experienced tv news and weather, directing, switching and writing. Box 823F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Engineer 1st phone—married—Korean vet. Experienced studio, microwave. RCA Institute graduate. Excellent references, prefer northeastern states. Have car. Box 845F, B•T.

Production-Programming, Others

Experienced PD put television station on air, into black. Seeking larger market. Immediately available. Best references. College education. Box 707F, B•T.

Experienced tv continuity director desires major market. Six years experience. Box 708F, B•T.

Executive assistant—7 years with major broadcasting company. Specializing in operations and film. Box 797F, B•T.

Cameraman—excellent small station and network experience. All studio operations. Box 803F, B•T.

Tv director, 7½ years station experience in major eastern market. Seeks offer from agency or new vhf station. Experienced all phases, remote-studio. Married. Finest of references. Box 846F, B•T.

For Sale

Stations

$20,000 cash, like amount in five years, plus assumption of $7750 note, gives you Missouri kilowatt daytimer that grossed $45,000 in 1954 with complete lack of management and sales supervision. Box 871F, B•T.

Free list of good radio and tv station buys now ready . Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

3kw fm transmitter, including power supply, monitors, console. All General Electric. Approximately 400 feet Andrew transmission line. Excellent condition. $2,500.00. Box 776F, B•T.

Western Electric console, good condition. $3[illegible] Box 819F, B•T.

DuMont 5kw oaks tv transmitter (ch. 7 to 13). Model 8,000. Top condition. Has been operating on channel 8. Available immediately. Complete with tubes, but less console. Box 878F, B•T.

For sale . . . Three latest model Gates CB-2 turntables, will play all three speeds. $150.00 each. New, never been unpacked. Will sell one or all three. Contact Bill Spiller, Chief Engineer, KFDA-TV, Box 1400, Amarillo, Texas.

For sale at worthwhile saving—two uncrated RCA type TP-16Fmm tv projectors. Contact Jim Brady, KIFI, Idaho Falls, Ida.

300 foot Lehigh, self-suporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

820 feet communication products used transmission line all new steatite pins. Will meet electrical spec for tv, low or high band vhf. Purchaser responsible for packing and shipping. KOMA, P. O. Box 8788, Oklahoma City, Oklahoma.

$7,000 fm equipment now operating. GE type BT-1-A 250 watt transmitter, REL model 600 modulation-frequency monitor, Andrew multi V type 1302-2 side mount antenna, 500 feet RG-17 coax, $1,150. WJOI, Florence, Alabama.

GE 1000 watt fm transmitter and monitor. Used only 18 months and in excellent condition. GE console, type BC-1-A. Barry Trading Company, Lebanon, Tennessee.

For Sale—(Cont'd)

Brand new GE type BC-3-A transmitter control consoles readily adaptable as studio control consoles, original price $1175.00 each, now a steal at $387.50 each, FOB, Electronics Associates, Inc., 200 Fifth Street, Stamford, Connecticut.

Wanted to Buy

Stations

Independent operator desires to acquire all or control of midwest radio station. Box 718F, B•T.

Experienced radio-advertising man looking for smaller market station. Prefer western states. Full details. Box 824F, B•T.

Experienced broadcaster wants to buy station east of Mississippi River. All inquiries. Box 833F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Television transmitter type TT2AL. Box 766F, B•T.

Eight bay Collins fm antenna on 3⅛ pipe tunable 96.9 megacycles. Box 811F, B•T.

Wanted to buy, 250-500 watt approved transmitter. Wanted to sell, 1000 watts Collins transmitter. Box 864F, B•T.

Used 10 or 12 kilowatt uhf tv transmitter in good operating condition. Air mail complete details including price and availability to Box 866F, B•T.

Wanted used RCA studio consolette type 76 B or D for South American use. Write or wire The Voice of the Andes, Talcottville, Conn.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Radio-tv personnel and equipment information service. Borom, 703 S. Vernon, Dallas, Texas.

RADIO

Help Wanted

Managerial

SALES EXECUTIVE WANTED

The president of a growing Chicago area studio needs a man who can help sell motion pictures to agencies and to industry. Prefer a young man on the way up who knows how to apply motion pictures to business problems. This is an unlimited opportunity, on a commission basis, for the right man. Ultimately leading to a share in management.

Box 822F, B•T

TELEVISION

Help Wanted

Technical

WANTED
TV ENGINEER

Need man with minimum of one year video experience. Capable man may rise to assistant Chief. Southeast CBS affiliate.

Box 855F, B.T.

For Sale

Equipment

BARGAINS
In Station Equipment!

1 Presto 8 N disc recorder complete with 1-C cutter head, 4 B cabinet and microscope. Excellent condition. Original cost $1365. Buy it now for $399.

1 RCA WA-3A Grating Generator. Nearly new! Our cost $629. Yours for $539.

Contact
Chief Engineer,
W M T
Cedar Rapids, Iowa

TOWERS
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Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

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right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FOR THE RECORD

(Continued from page 92)

Actions of Dec. 29

Remote Control

The following stations were granted authority to operate transmitters by remote control:
WDZ Decatur, Ill.; WALL Middletown, N. Y.; KATZ St. Louis, Mo.

Granted License

WLAD-FM Danbury, Conn., Berkshire Bcstg. Corp.—Granted license for fm broadcast station (BLH-1020).

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Granted license covering changes in fm station (BLH-1023).

Granted CP

KTXL San Angelo, Tex., Westex Bcstg. Co.—Granted CP to replace expired CP (BP-8660) which authorized erection of new antenna and mount tv antenna on top and change transmitter location (coordinates only) and change studio location (BP-9523).

Modification of CP

KLOV Loveland, Colo., Loveland Bcstrs.—Granted Mod. of CP to make changes in antenna system (decrease in height of antenna) (BMP-6717).

WBAP-FM Fort Worth, Tex., Carter Publications Inc.—Granted Mod. of CP for extension of completion date to 3-31-55.

KNUZ-TV Houston, Tex., KNUZ Television Co.—Granted Mod. of CP for extension of completion date to 6-29-55.

Actions of Dec. 28

Granted License

KTUE Tulia, Tex., Tulia Bcstrs.—Granted license for am broadcast station; 1260 kc, 1 kw, D (BL-5533).

Remote Control

The following stations were granted authority to operate transmitters by remote control:
KAND Corsicana, Tex.; WLOS Asheville, N. C.; WIMA Lima, Ohio; KEYS Corpus Christi, Tex.

Civil Defense Test

KFWB Los Angeles, Calif., KFWB Inc.—Granted authority to modulate KFWB's transmitter with audio tones below 40 cycles with approximately 20% modulation in order to test a Civil Defense alerting unit for the City of Los Angeles, for period ending 7-1-55.

Granted CP

KMPT (TV) Oklahoma City, Okla., Everett E. Cotter, Trustee and Receiver—Granted CP to replace expired CP (BPCT-1862) which authorized replacement of CP for commercial tv broadcast station (BPCT-1935) (ch. 19).

Modification of CP

The following were granted extensions of completion dates as shown: WBID-TV Detroit, Mich., to 7-19-55; WKNY-TV Kingston, N. Y., to 7-22-55; KGGM-TV Albuquerque, N. M., to 7-6-55; WOCN-TV Atlantic City, N. J., to 7-7-55; KHJ-TV Los Angeles, Calif., to 7-24-55; KVAL-TV Eugene, Ore., to 7-13-55; KCEN-TV Temple, Tex., to 7-19-55; WDBO (TV) Orlando, Fla., to 3-26-55.

Wanted to Buy

Equipment

WANTED

Two camera remote chain with or without bus. Need sync generator, switcher, master monitor, remote audio microphone, two camera chain and microwave relay.

Box 856F, B•T

Note:

WHIO has MOVED

Note: Now all of WHIO Radio and WHIO Television is located at

1414 Wilmington Ave.

Dayton 1, Ohio

Note: The new telephone number is

MAdison 6581

whio TV AM FM

George P. Hollingbery

Representative

CHANNEL 7 IS ONE OF AMERICA'S GREAT AREA STATIONS

January 4 Applications

ACCEPTED FOR FILING

License for CP

WAOK Atlanta, Ga., WAOK Bcstg. Co.—License to cover CP (BP-9198) which authorized installation of a new transmitter as an auxiliary transmitter, for auxiliary purposes only, with power of 250 w on 1380 kc (BL-5560).

WJAK Jackson, Tenn., Dr. Alexander Leech and William E. Leech d/b as Jackson Bcstg. Co.—License to cover CP (BP-9395) as mod. which authorized new standard broadcast station (BL-5559).

KTRK-TV Houston, Tex., Houston Consolidated Tv Co.—License to cover CP (BPCT-1723) as mod. which authorized new tv station (BLCT-256).

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—Mod. of CP (BPCT-1475) as mod. which authorized new tv station to extend completion date to 4-4-55 (BMPCT-2709).

WOKY-TV Milwaukee, Wis., Bartell Bcstrs. Inc.—Mod. of CP (BPCT-784) as mod. which authorized new tv station to extend completion date (BMPCT-2705).

Modification of CP

WESO Southbridge, Mass., James W. Miller—Mod. of CP (BP-8449) as mod. which authorized a new standard broadcast station to change type transmitter; change antenna-transmitter location; specify studio location and increase height of antenna and make changes in ground system. Amended to change name of applicant to WESO Inc. (BMP-6689).

Modification of CP

KSAN-TV San Francisco, Calif., S. H. Patterson—Mod. of CP (BPCT-1646) as mod. which authorized new tv station to extend completion date to 7-22-55 (BMPCT-2706).

WARD-TV Johnstown, Pa., Rivoli Realty Co.—Mod. of CP (BPCT-895) as mod. which authorized new tv station to extend completion date to 7-15-55 (BMPCT-2707).

January 5 Applications

ACCEPTED FOR FILING

Modification of CP

WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc.—Mod. of CP (BP-921), which authorized increase in daytime power and installation of DA for daytime use (DA-2) and install new transmitter for daytime use only for extension of completion date (BMP-6741).

Remote Control

KOIL Omaha, Neb., Central States Bcstg. Co. (BRC-620); WCVI Connellsville, Pa., Connellsville Bcstrs. Inc. (BRC-619); WRAS Spencer, W. Va., Ohio Valley on the Air Inc. (BRC-621).

Renewal of License

WAPX Montgomery, Ala., United Bcstg. Co. (BR-2117); WTBF Troy, Ala., Troy Bcstg. Corp. (BR-1479).

Renewal of License Returned

WJHO Opelika, Ala., Opelika-Auburn Bcstg. Co.—(Name Incomplete) (BR-1066).

WCNU Crestview, Fla., Gulf Shores Bcstg. Co.—(Signed by General Manager) (BR-2159).

Renewal of License

WSGN-FM Birmingham, Ala., Jemison Bcstg. Co. (BRH-679); WJLN (FM) Birmingham, Ala., George Johnston & George Johnston Jr. d/b as Johnston Bcstg. Co. (BRH-328); WWPG-FM Palm Beach, Fla., Palm Beach Bcstg. Corp. (BRH-93); WMAZ-FM Macon, Ga., Southeastern Bcstg. Co. (BRH-585).

Modification of CP

KACY (TV) Festus, Mo., Ozark Television Corp.—Mod. of CP (BPCT-1419) as mod., which authorized new tv station to extend completion date to 6-30-55. (BMPCT-2711.)

License for CP

WVET-TV Rochester, N. Y., Veterans Bcstg. Co.—License to cover CP (BPCT-833) as mod., which authorized new tv station (BLCT-258).

WHEC-TV Rochester, N. Y., WHEC Inc.—License to cover CP (BPCT-326) as mod., which authorized new tv station (BLCT-259).

TELESTATUS

January 10, 1955

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 303,680
► WBRC-TV (6) CBS; Katz; 304,316
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
► WMSL-TV (23) CBS, NBC; Walker; 22,250

Total stations on air in U. S. and possessions: 422; total cities with stations on air: 279. **Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,972,777.**

***Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WJPF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
► WSFA-TV (12) NBC; Headley-Reed

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 101,523

New Starter

The following tv station is the newest to start regular programming:

WEAT-TV West Palm Beach, Fla. (ch. 12), Jan. 1.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
414,944
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 106,800
► KPHO-TV (5) CBS, DuM; Katz; 103,800
KTVK (3) Weed; 6/10/54-Feb. '55
Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
► KVOA-TV (4) ABC, NBC; Raymer; 34,866
Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 85,764
KETV (23) 10/30/53-Unknown
KTHV (11) Branham; 11/4/54-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 84,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

Radio-Television
NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year; exhibits consisting of recordings, tapes or film and a typewritten summary.

2. Radio and Television Newswriting: For the most distinguished example of news-writing or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible; exhibits consisting of recordings (no tapes) and a typewritten summary mentioning running time of exhibit.

4. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible; entries consisting of film and typewritten summary.

Deadline Feb. 1, 1955

SEND ENTRIES TO:
Victor E. Bluedorn, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,983,873
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,983,873
► KHJ-TV (9) DuM; H-R; 1,983,873
► KNXT (2) CBS; CBS Spot Sls.; 1,983,873
► KRCA (4) NBC; NBC Spot Sls.; 1,983,873
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 1,983,873
► KTTV (11) Blair; 1,983,873
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 285,333
► KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,033,430
► KPIX (5) CBS; Katz; 1,033,430
► KRON-TV (4) NBC; Free & Peters; 1,033,430
► KSAN-TV (32) McGillvra; 136,250
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery, 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman, 7,600
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/53-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 620,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 340,763
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 295,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
► WPFA (15) Young; 31,000
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 124,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Spring '55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 127,700
► WRDW-TV (12) CBS; Headley-Reed; 110,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 39,675
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,450
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► **WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 300,274**

Bloomington—
► **WBLN (15) McGillvra; 113,242**

Champaign—
► **WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000**
WTLC (*12) 11/4/53-Unknown

Chicago—
► **WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800**
► **WBKB (7) ABC; Blair; 2,074,000**
► **WGN-TV (9) DuM; Hollingbery; 2,050,000**
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► **WNBQ (5) NBC; NBC Spot Sls.; 2,043,000**
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► **WDAN-TV (24) ABC; Everett-McKinney; 35,000**

Decatur—
► **WTVP (17) ABC, DuM; Bolling; 140,000**

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► **WSIL-TV (22) ABC; Walker; 30,000**

Peoria—
► **WEEK-TV (43) CBS, NBC; Headley-Reed; 223,152**
► **WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000**
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► **WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900**
► **KHQA-TV (7) See Hannibal, Mo.**

Rockford—
► **WREX-TV (13) ABC, CBS; H-R; 219,257**
► **WTVO (39) NBC, DuM; Weed; 94,000**

Rock Island (Davenport, Moline)—
► **WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947**

Springfield—
► **WICS (20) ABC, NBC, DuM; Young; 85,000**
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► **WTTV (4) NBC, ABC, CBS, DuM; Meeker; 584,843 (also Indianapolis)**

Elkhart†—
► **WSJV (52) ABC, NBC, DuM; H-R; 204,103**

Evansville—
► **WFIE (62) ABC, NBC, DuM; Venard; 78,446**
► **WEHT (50) See Henderson, Ky.**
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► **WKJG-TV (33) NBC, DuM; Raymer; 112,186**
► **WINT (15) See Waterloo**
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► **WFBM-TV (6) ABC, CBS; Katz; 665,000**
► **WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000**
► **WTTV (4) See Bloomington**

Lafayette†—
► **WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250**

Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500**

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► **WSBT-TV (34) CBS, DuM; Raymer; 206,473**

Terre Haute—
► **WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267**

Waterloo (Fort Wayne)—
► **WINT (15) ABC, CBS; H-R; 117,028**

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 247,590**

Cedar Rapids—
► **KCRG-TV (9) ABC, DuM; Venard; 116,333**
► **WMT-TV (2) CBS; Katz; 245,120**

Davenport (Moline, Rock Island)—
► **WOC-TV (6) NBC; Free & Peters; 295,156**

Des Moines—
► **KGTV (17) ABC; Hollingbery; 76,500**
► **WHO-TV (13) NBC; Free & Peters; 286,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Fort Dodge†—
► **KQTV (21) ABC; Pearson; 42,100**

Mason City—
► **KGLO-TV (3) CBS, DuM; Weed; 117,892**

Sioux City—
KCTV (36) 10/30/52-Unknown
► **KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450**
► **KVTV (9) ABC, CBS, DuM; Katz; 125,788**

Waterloo—
► **KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763**

KANSAS

Great Bend†—
► **KCKT (2) Bolling**

Hutchinson—
► **KTVH (12) CBS, DuM; H-R; 158,652**

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► **KOAM-TV (7) ABC, NBC, DuM; Katz; 76,116**

Topeka—
► **WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 402,584**

Wichita—
► **KAKE-TV (10) ABC; Hollingbery**
► **KEDD (16) NBC; Petry; 124,311**
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

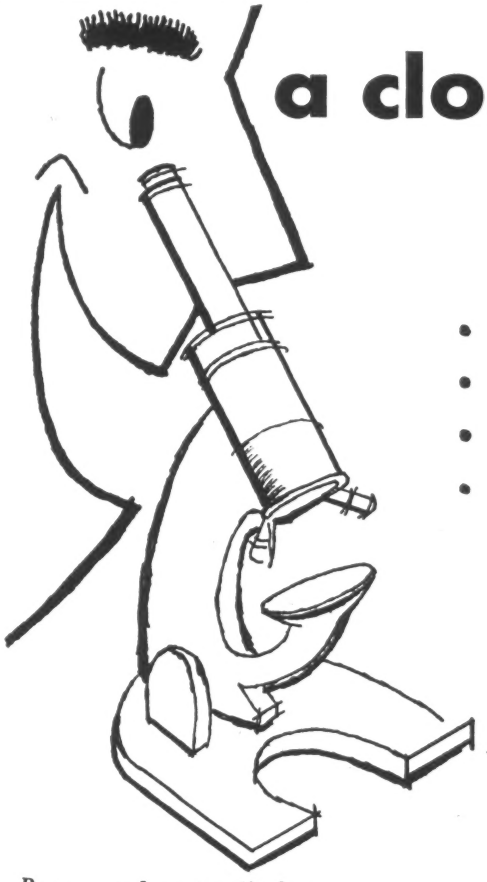
Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
► **WEHT (50) CBS; Meeker; 65,389**

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-Jan. '55

Louisville—
► **WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755**
► **WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)**
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-June '55
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 35,000

Monroe—
KFAZ (43) See footnote (c)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Early '55
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 292,587
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 66,800
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) Venard

Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707

Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
► WCSH-TV (6) NBC, DuM; Weed; 141,504
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

DEPENDABLE PERFORMER!

Filmmeter Model #106F

professional price $20.13 net (also available with plain 1/5 second dial, side-slide.)

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COIL AND HAMMER SPRINGS UNCONDITIONALLY GUARANTEED FOR LIFE! Exclusive Minerva Coil Springs prevent failures from friction or wear. Independent Hammer Spring Mechanism insures perfect fly-back to Zero every time! TIMES FILM FOOTAGE EXACTLY! Dial scaled to 90 and 36 ft.-per-minute register for 35 and 16 mm. films. Small hand records up to 2) 30 minutes; long hand completes revolution in 60 seconds. ACCURACY OF 7 — JEWEL NON-MAGNETIC MOVEMENT CERTIFIED BY WESTERN ELECTRIC ELECTRONIC TIMER. regularly at work in CBS, NBC and ABC Network Studios, as well as affiliates and independents throughout the country. New Color Catalog Now Ready—Write Today!

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MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,253,379
WGBH-TV (*2) 7/16/53-Unknown
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,250,000

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 160,000
► WWLP (61) ABC, NBC; Hollingbery; 160,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Unknown
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Early '55

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 413,573

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 550,000
► WTCN-TV (11) ABC; Blair; 550,000

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC; Blair; 550,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 108,450

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens Tv Co. (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS, NBC, DuM; 110,000

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 140,856
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 453,693
► KMBC-TV (9) CBS; Free & Peters; 453,693
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 453,693

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 18,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 15,200

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

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NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/20/55

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 18,442

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 312,160
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 19,000

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 290,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 405,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 153,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,980

Chapel Hill†—
WUNC-TV (*4) 9/30/53-1/4/54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 93,370

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 251,317
► WTOB-TV (26) ABC, DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,070,360
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, DuM; Katz; 1,063,000

Columbus—
► WBNS-TV (10) CBS; Blair; 425,537
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

For a real Sales KNOCKOUT in the Detroit area

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Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000

Klamath Falls†—
KFJI-TV (2) 12/2/54-Unknown

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 23,750

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 204,798
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 822,363

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Blair; 2,002,515
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,518

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 195,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,166,344
► WNET (16) ABC, CBS, DuM; Raymer; 75,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 101,205

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 70,200
► WIS-TV (10) NBC; Free & Peters; 133,542
133,542
► WNOK-TV (67) CBS; Raymer; 67,500

Florence—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
Black Hills Bcstg. Co. (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 107,311

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 115,361
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 315,032
► WMCT (5) ABC, NBC, DuM; Branham; 315,032
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 208,985

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 64,829
► KGNC-TV (4) NBC, DuM; Katz; 64,829
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 98,594

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
Beaumont Bcstg. Corp. (6) CBS; Free & Peters; 8/4/54-Feb. '55.

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,000
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 62,395
► KTSM-TV (9) NBC; Hollingbery; 60,385

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 387,000
► KTRK-TV (13) ABC; Blair; 387,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 40,000

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 67,878
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,800

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 98,617

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 89,700

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853

Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 48,960
KWTX-TV (10) 12/1/54-Unknown

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,750
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Katz; 167,200
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 93,971

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 173,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 346,007
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 477,318

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 300,749

WASHINGTON

Bellingham†—
► KVOS-TV (12) CBS, DuM; Forjoe; 140,653

Pasco†—
KEPR-TV (19) 11/3/54-Unknown (granted STA Dec. 23)

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 398,400
► KOMO-TV (4) NBC; Hollingbery; 398,400
► KCTS (*9)
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 96,770
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) ABC; Petry; 91,970

Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 398,400
► KTNT-TV (11) CBS, DuM; Weed; 398,400

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 48,820

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 463,591
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 45,340
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 74,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 378,340
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 735,023
► WTVW (12) ABC, DuM; Petry

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 10,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown
Northern Tv Inc. (11) 12/29/54-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed

Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Halifax, N. S.†—
CBHT (3) CBC

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000

London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 90,000

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,000

Rimouski, Que†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,616

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 260,850

UPCOMING

Jan. 9-11: National Appliance & Radio-Tv Dealers Assn. annual convention, Conrad Hilton Hotel, Chicago.

Jan. 10: Deadline, entries, George F. Peabody Awards, U. of Georgia, Athens.

Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.

Jan. 15: Deadline, BMI Student Composer's Radio Awards, New York.

Jan. 15: Deadline, Col. Keith Rogers Memorial Award, Ottawa, Canada.

Jan. 19: First meeting, Broadcast Advertising Council of Chicago.

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 21: Utah Broadcasters Assn., Hotel Utah, Salt Lake City.

Jan. 21: Federal Communications Bar Assn., annual banquet, Mayflower Hotel, Washington.

Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 24: RAB Clinic, Chattanooga, Tenn.

Jan. 25: RAB Clinic, Nashville, Tenn.

Jan. 25: NARTB Radio, Tv Boards meet; General Convention Committee meeting, Hollywood Beach, Fla.

Jan. 26: RAB Clinic, Columbia, S. C.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Jan. 27: RAB Clinic, Charlotte, N. C.

Jan. 27-29: South Carolina Radio & Tv Broadcasters Assn., Clemson House, Clemson, S. C.

Jan. 28: RAB Clinic, Raleigh, N. C.

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

Here's four fast-moving children's shows packed into one and open for participating sponsors. Weegee (the clown), Jack Huddle (singing cowboy), Uncle Dirk (cartoonist) and the Tin Can Alley puppets are all integrated into fun-packed "CHILDREN'S THEATER" — 4 - 5:30 P. M., Monday thru Friday.

affiliated CBS DuMont

KDUB-TV

UBBOCK, TEXAS

W. D. "DUB" ROGERS

SALES MGR.

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

Economics of Broadcasting—Then and Now

WHEN 26-year-old William S. Paley bought the Columbia network back in 1928, he had about $1.5 million, which swung the deal. Ed Noble in 1943 bought the Blue Network from RCA, under the forced draft of the FCC "duopoly" regulation, for a gross of $8 million and a net of about $6.4 million. In 1952 that same network operation (now the holder of five television construction permits in the first six markets) was merged with United Paramount Theatres in a $25 million gross transaction.

Last week saw a single television station—WDTV (TV) Pittsburgh—sell for $9,750,000. And there had been a higher offer to DuMont than that which bought the station for Westinghouse, to become KDKA-TV. Based on earnings, the station was worth every dollar paid for it.

But an even more spectacular demonstration of the economics of broadcasting has unfolded during the last fortnight.

Estimates vary as to the amount of money Jackie Gleason will be taking in from his two new arrangements with Buick and CBS-TV, but it is beyond question that the amount is substantial, not to say staggering.

The Buick deal for a two-year run of Mr. Gleason's *The Honeymooners* on CBS-TV is variously reported at from $6 million to $11 million, with the most reliable evidence indicating it is around $7.5 million.

Last week Mr. Gleason announced he had signed a $5 million contract with CBS entailing production by Jackie Gleason Enterprises of a half-hour show in which he will not appear, production of a summer replacement for his current program, and a 15-year personal contract at $100,000 a year guaranteeing his services exclusively to CBS.

The CBS contract becomes effective two years from now, after the initial run of Mr. Gleason's Buick arrangement. Hence the comedian is assured of 17 years of income if not of work.

Seventeen years are a long time for a comedian of Mr. Gleason's ebullience to stay on top of what is bound to be vicious competition. Plainly, CBS-TV has decided to gamble on Mr. Gleason's durability and an unswerving loyalty of the public. In the network's view, it will be at least 17 years before *The Honeymooners* is over.

When the Whirlwinds Blow

FBI DIRECTOR J. Edgar Hoover—one of the great men of our times—isn't given to making public utterances for the sake of notoriety. Except when called upon by committees of Congress, he usually confines his statements to a yearend report on the state of crime in the nation. During the last decade, every such report has made mention of Communist subversion.

In his 1954 year-ender, Mr. Hoover again calls for "eternal vigilance" against subversion by Communists. He alluded to infiltration in several sensitive fields, including electronics and communications.

As the new year starts, we suggest that all in broadcasting again take heed. Five years ago Mr. Hoover spelled out with particularity to a Senate committee what the Communists were up to in communications. He said their primary objective is to control communications facilities in a national emergency. Party members, he recited, "have not only infiltrated the airways but now are persistently seeking radio channels."

Nothing has happened in the intervening years to allay that condition. Through the Korean hot war and the present tepid relations, this work, it must be presumed, has gone forward. Mr. Hoover said then that Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing.

Broadcasting—every phase of it from transmitter to microphone and camera—is sensitive. It provides the fastest and most potent means of reaching the people.

We repeat now what we have said before: Every individual in broadcast management has a responsibility above and beyond that of the ordinary citizen. Just as every lawyer is an officer of the court, every broadcaster is an *officer of the air*. It is his responsibility, by whatever means available, to make certain that access to the microphone is denied those who would turn traitor when, as FCC Comr. Doerfer once put it, "the whirlwinds blow."

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's So-Good Cider Co.'s answer to the Schweppes man!"

Drink on the House

THE NARTB's comprehensive surveys of beer and wine advertising on radio and television [B•T, Jan. 3] provides statistical confirmation of what was already informally known—that the proportion of such advertising is negligible.

That knowledge is further reinforced by the less extensive report which the U. S. Brewers Foundation also sent to the House Interstate & Foreign Commerce Committee a fortnight ago.

The NARTB's statistics will unquestionably be of great assistance in beating down Congressional attempts to place restrictions on alcoholic beverage advertising. As a political instrument, the association's study will be most valuable.

But involved in the repeated efforts of drys to force beer-wine commercials off the air is a vital principle which does not pertain to statistical measurements of the amount or frequency of such commercials. The principle at stake is whether federal censorship will be applied to radio and tv. It is on that principle that broadcasters ought to stand.

By Constitutional amendment, the federal government has left it up to the states to decide whether the sale of alcoholic beverages is legal or illegal. It is not the prerogative of the federal government to reserve for itself the power to prohibit advertising of such beverages. Such a prohibition would constitute unadorned censorship of a particularly objectionable kind since it would be directed exclusively against radio and television and would not affect any other advertising medium.

Let the government get away with banning beer-wine advertising from the air and there would be no consistent argument against its banning any other kind of advertising.

Whether the percentage of total broadcast time occupied by beer-wine advertising is zero or 100, it is not a matter for adjustment by the Congress of the United States.

Rayburn's Archaic Ukase

THE announcement by Speaker Sam Rayburn that he intends to forbid television coverage of House committee sessions has aroused the widespread criticism it deserves. Such a sweeping ukase is out of date in today's world of journalism.

It is to be hoped that Mr. Rayburn will at least modify his order to the extent of permitting committee chairmen to decide whether television coverage is appropriate. He could do so gracefully by announcing that he personally opposes televised hearings but that he trusts committee chairmen to make sensible decisions for themselves.

In the long run, of course, television must be given access equal to that accorded any news medium. Its undeniable virtues as an objective reporter will eventually win it that place.

Meanwhile, telecasters may have to satisfy themselves with less than total equality. But they certainly cannot be satisfied with the blanket exclusion that Mr. Rayburn has proposed.

DIXIELAND

with cats who know their
ies' KTRK-TV, 13 to 1

Dixieland takes the best from the leaders: Houston,
with its million people ... long gone and still going.

And the hottest spots in Houston are few left open
on KTRK-TV. Programming's in the key of ABC, with
KTRK-TV's local variations. It must be gone, because it
sucks 'em in ... audience and advertisers.

Get the pitch direct from us or from TEXAS-TV.

KTRK-TV